



# FORMER NESTLE FACTORY, HAYES

STATEMENT OF COMMUNITY INVOLVEMENT  
MAY 2017

BARRATT  
— LONDON —

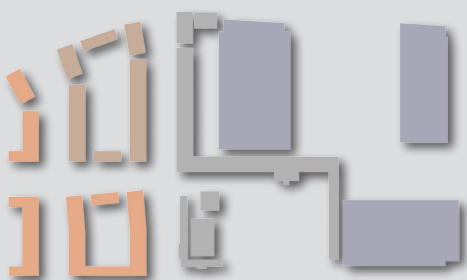
SEGRO

HardHat.



BARRATT  
— LONDON —

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# 1. Executive Summary

This Statement of Community Involvement forms part of the planning application for the proposed redevelopment of the former Nestle Factory site in Hayes. It details the consultation undertaken with local stakeholders including residents, businesses, community groups and local councillors.

SEGRO and Barratt London appointed HardHat to undertake thorough pre-application engagement with the local community and ensure that all local stakeholders have had the opportunity to comment upon and inform the masterplan and proposals in this planning application.

The consultation sought to be comprehensive, transparent and inclusive. Over the past year, the project team have engaged in extensive consultation with the local community to communicate the emerging masterplan, listen to ideas and feedback and respond to these as part of the evolution of the proposals for the site. This activity has included regular meetings, workshops and consultation events.

The former Nestle factory site is an important area with great significance for the community in Hayes both as a source of employment and a focus for the community.

Mindful of this and the importance of early community engagement, the development team set out a detailed consultation programme to openly consult with the local community and begin from the early stages to gain an understanding of the community's thoughts regarding the development.

This has included a varying programme of engaging with local stakeholders such as local politicians, leaders in the community, local businesses, resident groups and community members in a wide range of activities from public consultation events to community open days, meetings and workshops.

All of the engagement activities undertaken have confirmed that there is very broad community support for retaining the site for a new mixed-use scheme delivering employment opportunities, new homes and a range of community uses.

Our extensive discussions with local stakeholders and consultees have focused on delivering a masterplan with an exciting vision for a mixed-use community which provides opportunity, investment and significant social benefits for Hayes. Throughout, we have liaised closely with local councillors and key stakeholder groups to ensure that our proposals reflect community opinion and needs.

## 2. Planning policy context for consultation

Both national and local planning policy encourages appropriate community involvement and pre-application discussions to help shape development proposals and the consultation undertaken endeavoured to this with thorough engagement.

### National Context

The Localism Act 2011 formalised the requirement for public consultation for larger planning applications and introduced new measures for involving local communities in planning. This has instigated a move towards a legal requirement to consult but detailed regulations are not yet in effect. The National Planning Policy Framework (NPPF) published in 2012 strongly encourages the need for pre-application consultation.

The NPPF encourages applicants to engage in pre-application consultation with the local community. In paragraph 188, the NPPF states:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”

### Local Context

Paragraph 1.3 of the London Borough of Hillingdon’s Statement of Community Involvement (adopted November 2006) states:

‘The Council recognises that the key to developing a successful approach to community involvement will be to:

- Engage the community in a way which suits the particular needs and characteristics of the different sectors of the community
- Engage the community at an early stage so that their views and opinions can make a difference
- Actively engage ‘hard to reach’ and under-represented groups who, in the past, have not participated in the planning process, including young people, ethnic minorities, and disabled people
- Encourage community groups to play their part in involving the wider community in participation on planning issues affecting their local area
- Encourage applicants to play their part in involving the community in the consideration of their development proposals; and
- Ensure that adequate resources are made available to manage the processes of community involvement’



## 3. Site context and proposals

### Background

The Former Nestle Factory site is located on Nestles Avenue to the south of the Hayes & Harlington Train Station. The Grand Union Canal runs to the north of the site.

The first factory on the site was opened in 1914 when Eugen Sandow chose it to produce his 'Health and Strength Cocoa' due to its connection to the Grand Junction Canal and Great Western Railway. The site was subsequently bought by the Hayes Cocoa Company (PCK) and their factory built in the late 1920s and early 1930s. In 1929, PCK and the site were bought by Nestlé. The site was expanded with the Canteen Hall in 1954, the main Art Deco entrance in the 1960s and further ad-hoc functional buildings during the second half of the 20th Century.

The site falls under the Botwell Nestle Conservation Area (designated in 1988) and includes four locally listed structures: the Factory, Canteen Hall, Gatekeepers Lodge and the railings and gates to Nestles Avenue.

The emerging Hillingdon Local Plan has allocated the site for mixed-use development and there will also be a Crossrail station at Hayes & Harlington opening in 2018.

### Vision

In this context, the proposals seek to strike a balance between the reuse of existing buildings to enhance the heritage value and redevelopment to maximise the potential to deliver:

- More jobs for local people
- New homes
- Community facilities
- Public parks and access to the canal
- A high-quality and sustainable urban environment
- Improved connections with the wider community

### The proposals

Barratt London and SEGRO want to deliver an exemplary urban renewal project and reopen a site that was closed to the public for over 100 years.

This is being done in a way that is sensitive to the setting and neighbouring area, while ensuring that the community will benefit from this major regeneration project.

The proposals will deliver:

- 1,381 new homes, including affordable
- High quality design of 22,663sqm of commercial warehousing, creating up to 400 full time jobs
- Public open spaces and community facilities including three hectares of green open space, a gym and indoor community space
- A design that enhances the conservation area and celebrates the heritage
- Opportunities for local businesses to tender for construction contracts and commercial spaces and training packages, including apprenticeships, on offer for the local community



## 4. Approach to Consultation

The development team was keen to ensure that consultation with the local community was thorough, informed and inclusive. Emphasis was placed on building relationships with key community stakeholders and allowing for input from the local community.

Consultation involved meetings with key political and community stakeholders alongside three rounds of wider public consultation events. A Community Open Day was held on 18th June 2016 to inform the wider community on the proposals and engage the community with an opportunity to comment and help shape the proposals. A public exhibition was held on 29th and 30th November 2016 to inform local residents of the updated proposals in more detail.

Alongside this three focused workshops were held with members of the community which addressed the canal and public realm (1st September 2016), skills and employment (19th September 2016) and the draft construction management plan (21st February 2017).

A final exhibition will be held on 16th May 2017 to show the final proposals contained in the planning application and ensure that the community have a full understanding before the start of the Council's statutory consultation.

### Objectives

The consultation process sought to:

- Listen to local residents' aspirations for the site
- Inform residents about the design, planning and development process
- Communicate the proposals to politicians, the local community and key community stakeholders
- Provide a mechanism for the community to comment on the scheme and related issues
- Raise the profile of the scheme within the local community
- Open lines of communication with residents, local businesses and organisations that will continue throughout the construction period in the event that the application is granted planning permission

### Methods of Consultation

The consultation process provided informative material via a wide range of communication channels to ensure that information and updates reach residents. These channels have helped both to involve and update key stakeholders throughout the project's development.

### Website

A dedicated website (<http://www.formernestlefactory.co.uk/>) was maintained to provide information regarding the evolving proposals and the various stages of consultation. This was regularly updated to provide information to residents, while also acting as another avenue for the community to leave their feedback or get in touch with any queries about the proposals.

### Meetings

The development team organised a set of meetings throughout the pre-application period (April 2016 – April 2017) engaging local stakeholders including community groups, local organisations and elected representatives.

### Workshops

The development team organised a set of workshops to gain insight from local community stakeholders regarding specific details of the development including the canal, community use for the site, landscaping, skills and employment and the draft construction management plan.

### Community Open Day

A Community Open Day was held to introduce the initial vision for the site and welcome members of the community to view the site proposals, give their feedback and engage in activities such as touring the

factory site.

## Public Exhibition

Two further exhibitions were held for key political & community stakeholders and members of the public. At these exhibitions, information about the proposals was displayed, and members of the development team were available to explain the scheme details and answer any questions attendees had. The exhibitions also allowed for local residents and members from the wider community to provide feedback on the proposals. To inform the Council's statutory consultation period a final exhibition will be held in May 2017.

## Mailings

We have sought to make sure that a wide range of residents are aware of our engagement programme and the emerging masterplan for the site. For our initial Community Open Day we posted invites to 2,632 addresses. Through local councillors and stakeholders such as the Hayes Town Partnership we reached by email a range of other individuals and groups. For the public exhibition we widened our distribution to include 4,525 addresses. Throughout the consultation process our stakeholder and distribution database increased in size due to various stakeholders signing up for updates via email.

## Freephone helpline

A dedicated community hotline was maintained so that members of the local community could contact the development team to enquire about future consultation activities or leave their feedback about the proposals.

## Email

An email database was maintained in relation to the project from the outset and used to update stakeholders on the project development, as well as to invite them to relevant meetings and events.

The development team also maintained a dedicated email address which the local community could use to send their feedback about the proposals and any other queries.

## Newsletters

Regular newsletters (summer 2016 and winter 2016 edition) summarising the latest proposals and community feedback were sent to a wider distribution area (see appendix A).



COMMUNITY OPEN DAY





COMMUNITY OPEN DAY

## 5. Consultation Activities

### Meetings

The development team sought to consult with a wide range of stakeholders in the community, to keep them informed throughout the process and to seek their views regarding the proposals. This was done through a variety of methods including face-to-face meetings, workshops and drop in events.

Below is a list of stakeholders that were contacted and met throughout the process:

Political stakeholders:

- Cllr Douglas Mills, Conservative (Cabinet Member for Community, Commerce and Regeneration) – 8th March 2016
- Cllr Jonathan Bianco, Conservative (Cabinet Member for Finance, Property and Business Services), Northwood Hills – 8th June 2016
- John McDonnell MP (Hayes & Harlington) – 27th April 2016, 11 November 2016 and 10 February 2017
- Cllr Mo Khursheed, Labour (Botwell Ward, Leader of the Labour Group) – 27th April 2016

Local community stakeholders:

- David Brough (Hayes Town Partnership and Hillingdon Canals Partnership) - 8th March 2016, 16th March 2016, 20th May 2016, 11th November 2016, 31st January 2017 and 25th April 2017
- Sylvia Overton (Salvation Army Hayes) - 11th April 2016
- Lorraine Collins (Uxbridge College) - 25th April 2016
- Andrew Ward (Director of Corporate Relations at Brunel University ) - 1st June 2016
- Josie Leung, Lillian Boodho, Diana Boodho and Atul Madahar (local residents) - 6th June 2016
- Neal Underwood (Sharks Canoe Club) - 23rd August 2016 and 9th November 2016
- Imran Khursheed (Local resident) - 9th November 2016
- Susannah Miller (Projects Coordinator) - 13th January 2017 and Steve Craddock (Planning Manager) 16th March 2017 of the Canal & Riverside Trust
- Susan Furzer (Keys House) - 7th February 2017

### Workshops

Following the Open Day where the development team engaged the local community on various aspects of the proposals, a series of workshops were organised in late August and September around key themes that the local community wished to discuss about the proposals.

This would then feed into the next planned wider public consultation in early autumn to show the evolution of the vision and proposals.

#### 1. Workshop - Canal & Public Realm – 1st September 2016

The first workshop was around the benefits the proposals could deliver for the local canal and surrounding public realm.

The following people attended:

- David Brough (Hillingdon Canals Partnership & Hayes Town Partnership)
- Steve Craddock (Canal & River Trust)
- Matthew Symonds (Canal & River Trust)
- Ray Gill (Inland Waterways Association)
- Neal Underwood (The Sharks)
- Josephine Leung (Black Rod Close Residents Association)
- Jabina Kureshi (Owner of Yum Yum Café)
- Ms Khursheed (Local resident)
- Councillor Mo Khursheed (Labour Group Leader & Botwell Ward)
- Councillor Janet Gardner (Botwell Ward)
- Councillor Phoday Jarjussey (Botwell Ward)
- Councillor Neil Fyfe (Charville Ward)

During the workshop, a number of topics were discussed covering the use of the canal, landscaping, public realm and community uses. Attendees expressed their thoughts and aspirations with regards to these matters. Members of the local community felt that the canal and its frontage could provide a significant opportunity to regenerate Hayes and that the Nestle site can play an important part in offering new publicly open green spaces and community facilities.

Following these discussions, a number of design changes were made in order to deliver a masterplan which reflects local aspirations:

- Safeguarding a landing point for a future bridge over the canal
- Making the canal frontage publicly accessible with new public realm, including trim trails
- A canoe storage facility to enable better use of the canal
- Provision of space for a children's centre and other community uses such as local charity groups
- Provision of space for a café
- A public gym

## **2. Workshop - Skills & Employment – 19th September 2016**

The workshop was set up to discuss with local stakeholders the best way to work in partnership to help SEGRO and Barratt London design, develop and deliver a skills, employment and supply chain plan for the regeneration of the former Nestle site, Hayes.

The following people attended:

- Lorraine Collins (Executive Director Enterprise and Development, Uxbridge College)
- Andrew Ward (Director of Corporate Relations, Brunel University)
- Nigel Cramb (Partnerships and Business Engagement Manager, Hillingdon Borough Council)
- Inga Spencer (European Programmes Manager, Hillingdon Borough Council)

The group discussed a wide range of ideas to promote the delivery of a skills and employment programme. Following the discussions, a number of items were agreed and delivered, including:

- Developing an employment and skills initiative targeted at the local area, in partnership with local stakeholders
- The delivery of a Heritage Project with Uxbridge College, where film and media students are engaged to reach out to the local community and ask them to share their memories of the former Nestle factory and capturing it into a short film. The film will be shown at a community event in 2017

## **3. Workshop – Construction Management Plan – 21st February 2017**

To discuss the draft construction management plan and address any concerns that local residents may have. An approach to engagement during construction was agreed.

The following people attended:

- Councillor Mo Khursheed (Botwell ward)
- Josephine Leung (Black Rod Close)
- Lillian Boodho (Harold Avenue)
- Diana Boodho (Harold Avenue)

## **Public Consultation Events**

Three public consultation events were held to introduce, consult on and display the proposals at key developmental stages. The aim was to involve the community throughout the process. There were three separate consultation events held between June 2016 and May 2017:

- Community Open Day - 18th June 2016
- First Public Exhibition – 29th and 30th November 2016
- Second Public Exhibition – 16th May 2017



## Community Open Day – 18th June 2016

The Community Open Day was held at the site between 11am and 4pm for the project team to introduce themselves and the initial proposals to the local community.

The initial vision for redevelopment was on display for attendees to discuss with the project team and provide their feedback. Various family-orientated activities were also on offer, such as guided tours of the site, a bouncy castle, face painting and refreshments.

The open day formed the beginning of ongoing engagement and consultation with the local area so that their feedback and aspirations inform the development of the final proposals.

The Community Open Day activities included:

- A public exhibition with information boards and feedback forms for attendees to view and comment on the initial vision for the redevelopment of the site (See Appendix B)
- The project team were present to guide attendees through the information boards and answer any questions that the attendees had regarding the vision for the site
- An on-site guided tour of the former Nestlé factory, led by previous Nestlé factory employee Steve Rawlinson
- A catering tent providing complementary refreshments for attendees
- Entertainment for children with a face painting tent and a bouncy castle

Invitation flyers were posted to a distribution area of 2,630 addresses surrounding the site (See Appendix C). In addition, key community and political stakeholders were sent invitation flyers (See Appendix D). Details of the project website ([formernestlefactory.co.uk](http://formernestlefactory.co.uk)) and community hotline (0800 170 7270) was included on the flyers.

262 people attended the community day, with 50 feedback forms returned. Amongst attendees were the following key stakeholders:

- John McDonnell - Labour MP for Hayes & Harlington
- Cllr Phoday Jarjussey (Lab) - Botwell Ward
- Cllr Mo Khursheed (Leader of the Labour Group) - Botwell Ward
- Cllr Peter Money (Lab) - Heathrow Villages Ward
- Cllr June Nelson (Lab) - Heathrow Villages Ward
- Cllr Neil Fyfe (Con) - Charville Ward and Board member of the Hayes Town Partnership
- Cllr Manjit Kaur Khatra (Lab) – Hillingdon Ward
- David Brough – Chair of Hayes Town Partnership
- Justine Bayley – Chair for the advisory panel for the Area Conservation Committee
- Mr Ajaib Puar – Hayes Town Retailers and Hayes Town Partnership

Representatives from Barratt London, SEGRO and the project team attended the Open Day to speak to local residents in order to understand their views and aspirations for the site and explain the initial proposals. A number of representatives were present including:

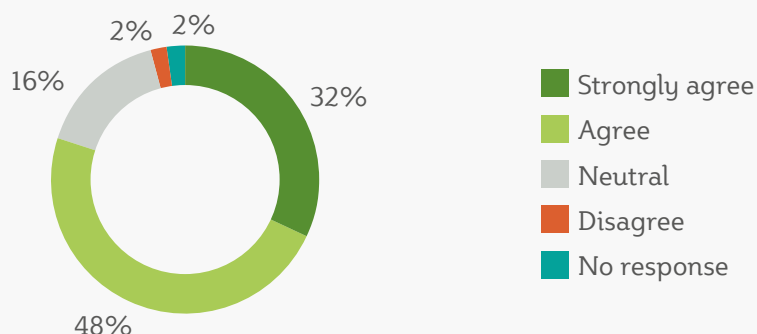
- Matt Calladine (Head of Development) - Barratt London
- Martin Scholar (Planning Manager) - Barratt London
- Claire O' Rourke (Senior Development Manager) - Barratt London
- Neil Impiazzi (Partnership Development Manager) - SEGRO
- Stephen Lord (Development Manager) - SEGRO
- Andrew Howard (Chief Executive) - HardHat
- Joseph Faycal (Associate) - Makower Architects
- Ben Knight (Director) DMFK Architects
- Daniel Osborne (Planning Associate) - Barton Willmore

## Community Open Day feedback

Attendees were asked to complete a multiple choice and open comment feedback form outlining their opinions regarding the site (see Appendix E). Below is a summary of responses to each feedback question (see Appendix F for the full feedback report):

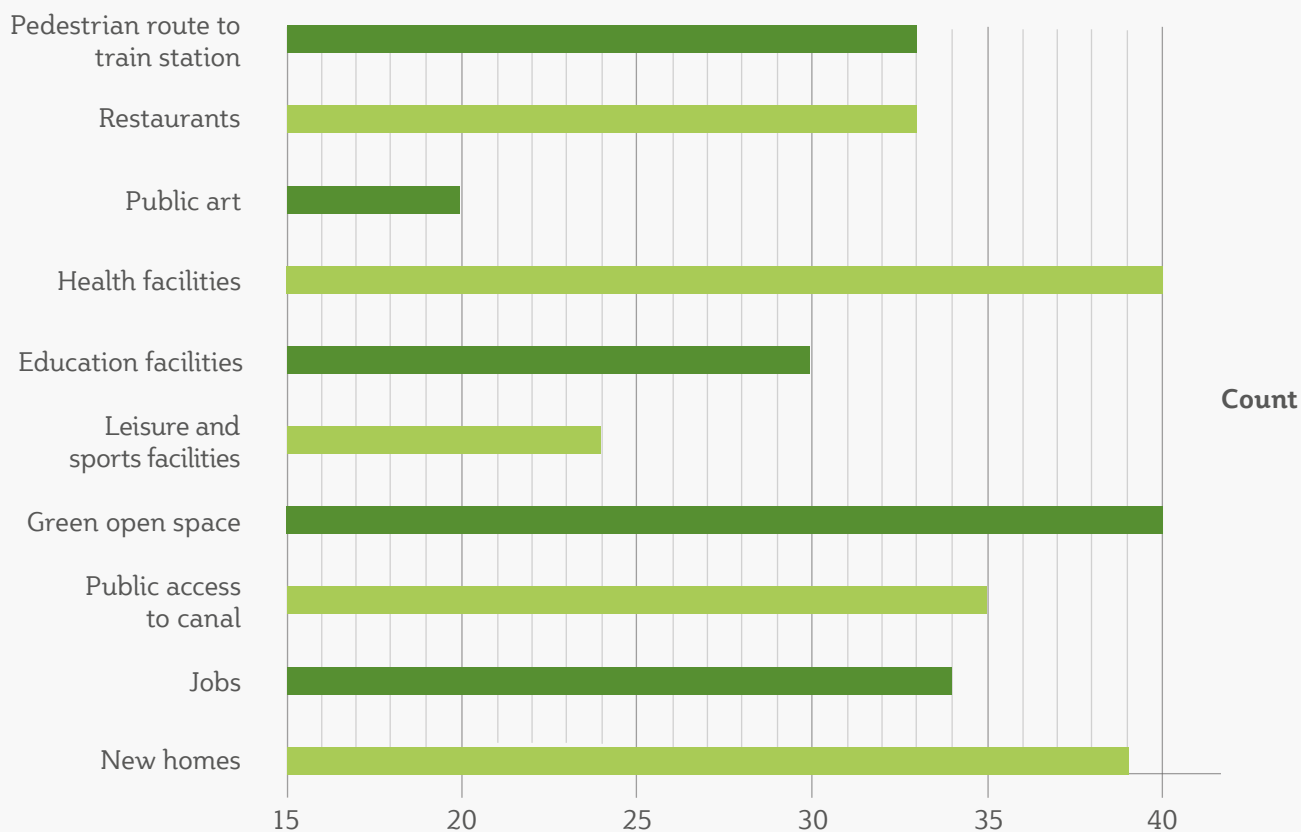
### Q.1) We believe the site offers an exciting opportunity to deliver our vision for a new housing, employment and community space in Hayes. To what extent do you agree?

An overwhelming number of respondents (41 out of 50) agreed or strongly agreed that the site offers an exciting opportunity to provide new housing, employment and community space for Hayes. Eight respondents stated that they were neutral and only one respondent disagreed. This strongly suggests that local residents are in support of mixed-use redevelopment of the site for the area.



### Q.2) A site of this size has the potential to deliver a range of uses. We are already talking to Hillingdon Council about what is needed in the area. Which of the following would you like to see as part of the proposals?

When asked which features they felt were key to the proposal, attendees prioritised: green open space (40), new homes (39) and health facilities (selected 40 times). Other popular choices were public access to the canal (35) and job opportunities for local residents (34).



### Q.3) What are the three most important things that you think the site redevelopment could deliver?

The most common response was the job opportunities that could come from the site, with 24 attendees mentioning this. Housing was also popular, with 17 mentions. The protection of green open space was also high in the priority list with 11 mentions. Finally schools and health facilities were considered important, with schools featuring in nine comments and health facilities featuring in eight comments.

### Q.4) The Nestlé factory has played an important role in the life of Hayes and we are keen to preserve and celebrate that rich heritage. What elements of the site's history would you like to see represented in a new development?

Response to the heritage element of the site was mixed with 40% (20) of feedback not commenting on the matter and the other 60% (30) stating that the heritage of the site should be represented and celebrated in some form.

The preference of representation varied with some responses stating they would like elements of the existing buildings retained (24) such as the art deco building (six), the chimney (two) and the lodge house (one). Other respondents stated that they would like to see the green areas retained, railings or to respect the heritage by incorporating the history into the new name of the site or providing a memorial.

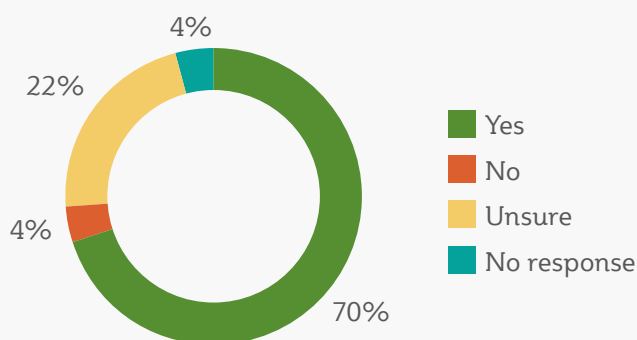
Overall, the feedback indicates that local residents would like to see some elements of the site's history represented in a new development.

### Q.5) Do you have any concerns with the initial vision?

The most common concerns regarding the vision for the former Nestle factory site was traffic with 16 attendees mentioning this in their feedback. A further six comments were made regarding parking, with other concerns being high density (four comments) and noise during the construction period (three comments).

### Q.6) Overall, do you like the initial vision you have seen today?

Feedback was again very positive with three-quarters of respondents stating that they agree or strongly agree (35 out of 50) with the initial vision displayed. Eleven respondents stated they were unsure and two stated they did not like the initial vision.



The comments raised by attendees were considered and informed the evolution of the proposals:

- Retaining green space such as parks and community facilities
- Maintaining and representing elements of the heritage of the site in the new development
- Ensuring a mix of new homes, including affordable
- Providing public access to the canal frontage
- Ensuring the site offers job opportunities



## Public Consultation – November 2016

After the initial proposals were first shown at the Community Open Day on site in June 2016 and following various focused workshops, a second public exhibition was held in the Hayes & Harlington Community Centre in November over the following days:

- Tuesday 29th November (3:00pm – 7:30pm)
- Wednesday 30th November (3:00pm – 7:30pm)

In this exhibition the local community was invited to view and comment on the updated proposals. A set of exhibition boards were displayed including information about the project principles, homes & community amenities, jobs & future transport connections and the canal & the heritage of the site (See Appendix G).

A feedback form was available for attendees to leave their feedback about the proposals.

An invitation (See Appendix H) was posted and emailed to a distribution area of 4,525 addresses, key political and community stakeholders and attendees from the Community Open Day (See Appendix I). Details were also available on the project website, which was kept regularly updated with information regarding the vision for the site and the consultation activities of the development team.

- Claire O' Rourke (Senior Development Manager) - Barratt London
- Gagan Manak (Development Assistant) - Barratt London
- Neil Impiazzi (Partnership Development Manager) - SEGRO
- Stephen Lord (Development Manager) - SEGRO
- Jenny Baker (Director) - Markides Associates
- Tim Makower (Principal) - Makower Architects
- Andrew Howard (Chief Executive) - HardHat.
- Georgina Garland (Account Manager) - HardHat.
- Alex Cowley (Account Executive) - HardHat.

103 attended the exhibition over the two days. Of those who attended 22 gave feedback regarding their views of the proposals.

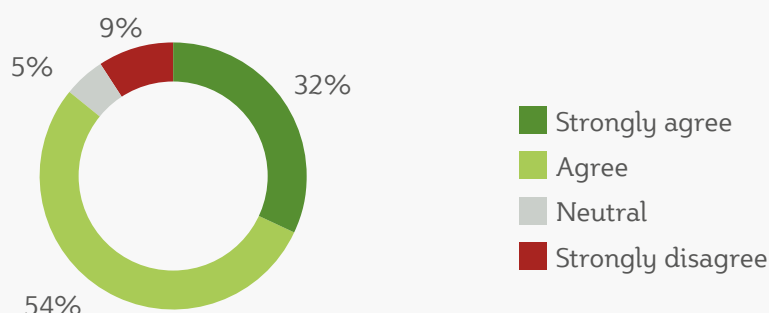
Attendees were given the opportunity to give their feedback by completing a two-page feedback form (See Appendix J). Overall the feedback received during and after the exhibition was positive. 73% of respondents said "yes" to supporting the proposals to redeveloping the site for a new community creating new homes, jobs and community amenities.

The following analysis summarises the feedback that was received (See Appendix K):

### Public consultation feedback

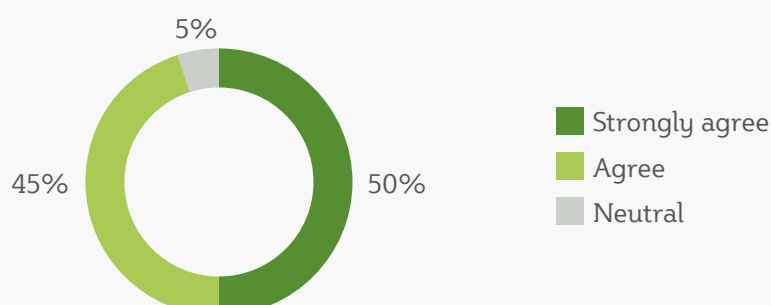
#### 1a) Do you agree in principle with our proposals to redevelop the factory site for new homes & employment areas?

86% of respondents agreed with the proposals to redevelop the factory site for new homes & employment areas. 5% were neutral, while 9% strongly disagree.



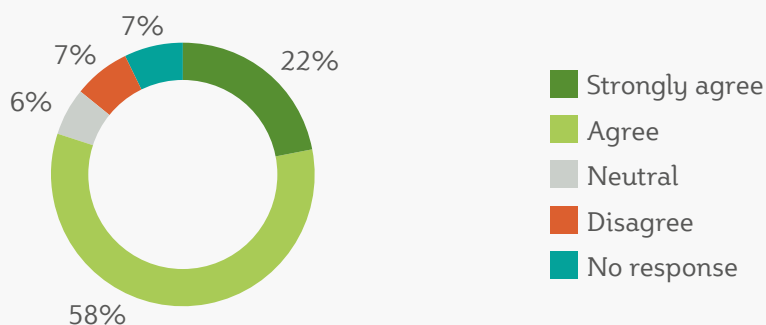
#### 1b) Do you agree with our proposals to introduce new landscaping & access to the canal?

95% agreed to introduce landscaping & access to the canal, with 5% neutral regarding the proposals.



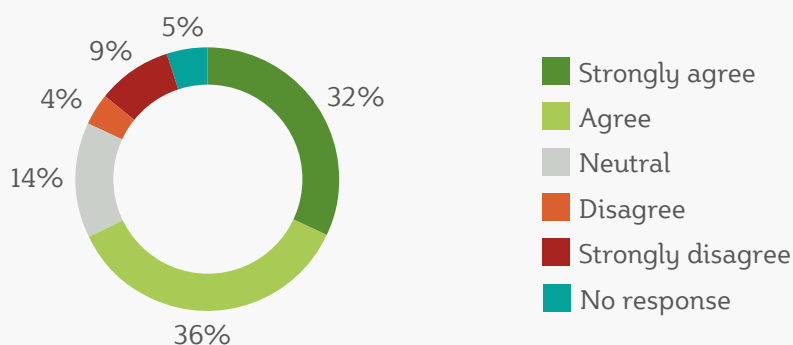
### 1c) Do you support the proposal to reuse the Canteen Building for community uses such as a gym, community rooms and a children's nursery?

80% agreed that the canteen building should be re-used for community facilities. 7% disagreed with the proposals, while 6% were neutral.



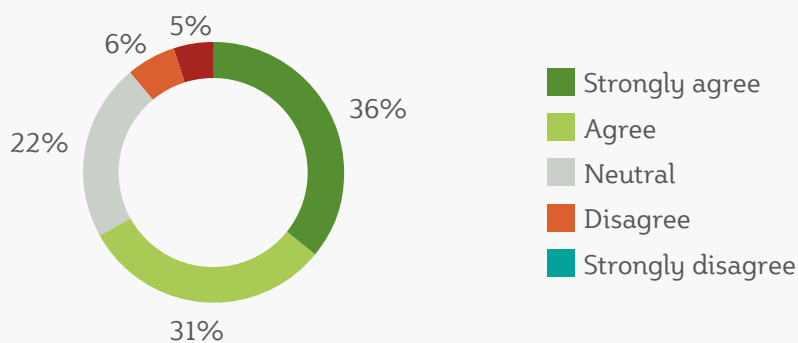
### 2a) Do you support our proposals to provide new mixed community on the site with 1,400 new homes in a range of sizes from studios to one, two and three-bedroom apartments

68% agreed either strongly agreed or agreed with the proposals to providing a new mixed community on the site with new homes. 13% either disagreed or strongly disagreed. 14% were neutral.



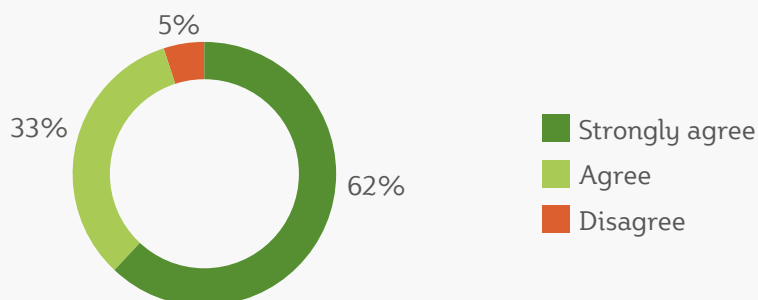
### 2b) Do you agree with our proposal to provide affordable housing on this site?

67% agreed with the proposals to provide affordable housing on this site. 22% were neutral and 11% disagreed with the proposals.



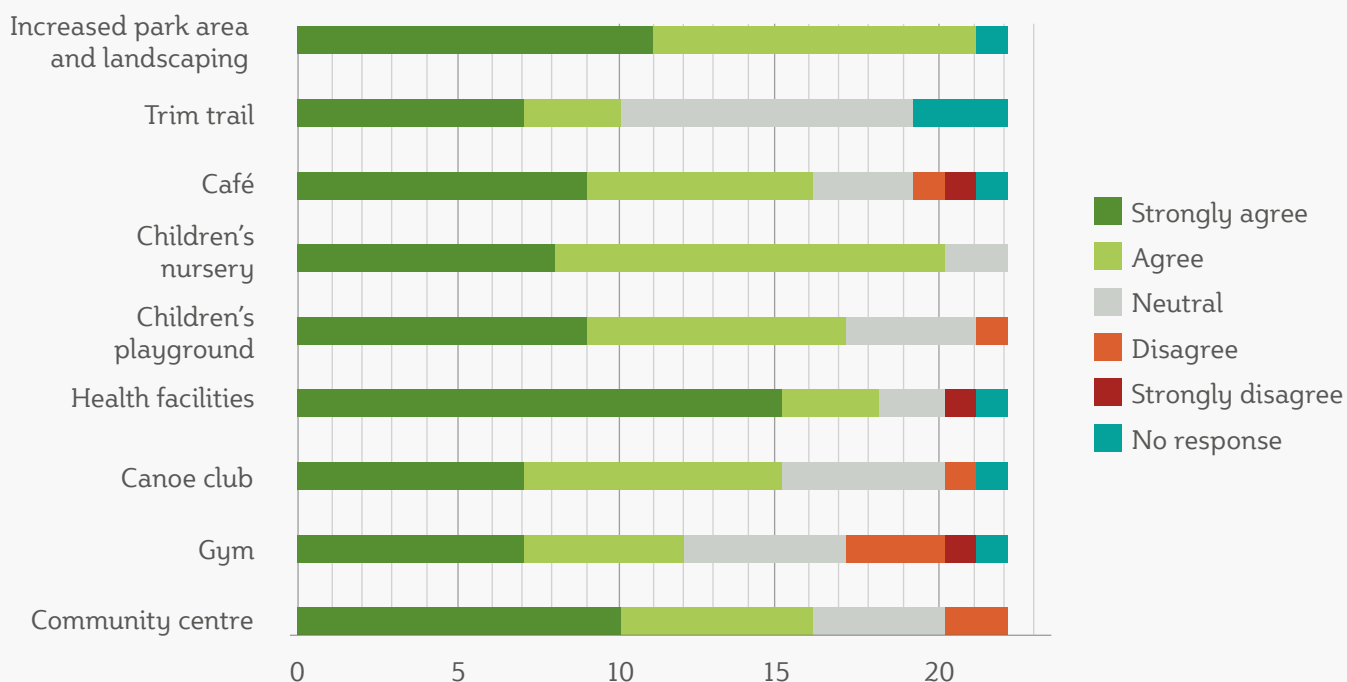
### 3) Do you agree that part of the site should be reserved for employment uses?

95% agreed that part of the site should be reserved for employment uses. 5% disagreed.



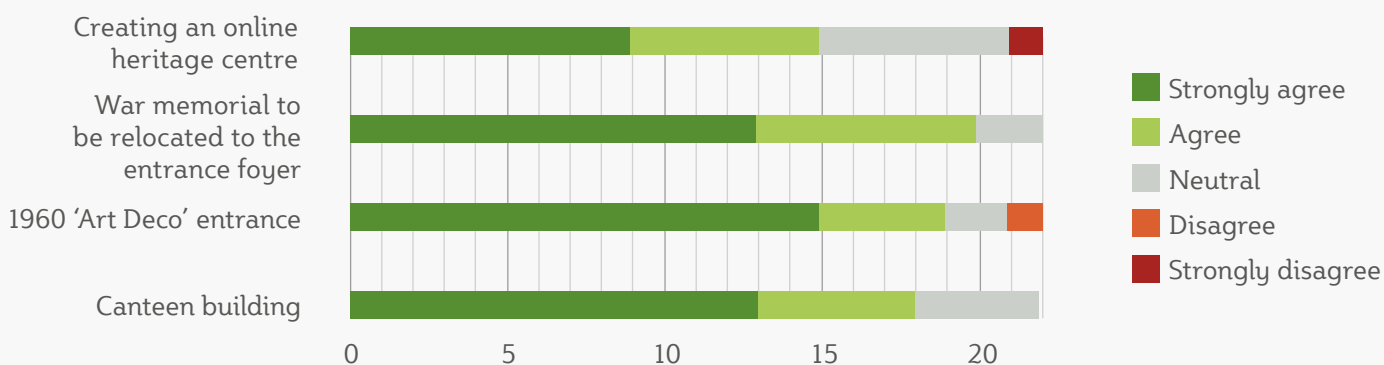
#### 4) Community uses - Please indicate whether you support the following proposals below:

The majority of respondents broadly supported the community use options. Increased park area and landscaping was the most popular option, with 21 respondents either strongly agreeing or agreeing. A children's nursery was also greatly supported, with 20 out of 22 respondents indicating this.



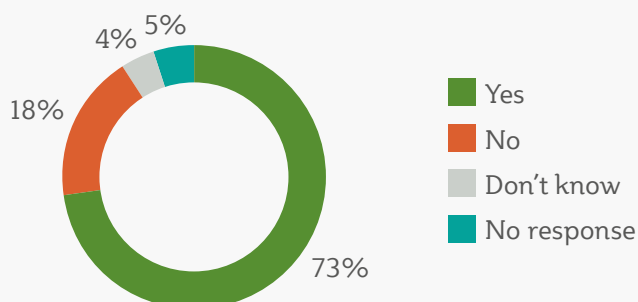
#### 5) Heritage - Do you feel that it is important for the new neighbourhood and the wider area to retain the following existing elements:

Similarly the heritage options outlined on the feedback were broadly supported. The most popular being the war memorial (20 out of 22 respondents supported this); and the 'Art Deco' entrance (19 out of 22 indicated they supported the inclusion of this option).



#### 6) Would you support our proposed planning application to redevelop this site for a new community creating new homes, jobs and community amenities?

73% said "yes" to supporting the proposed planning application to redevelop this site for a new community. 18% said "no", with a further 4% indicating they didn't know.



The feedback demonstrated overwhelming support for new parks, access to the canal, use of the canteen building for community provisions and for new employment opportunities. This confirmed strong overall support for the masterplan and enabled the proposals to be finalised with the comments in consideration.





NOVEMBER EXHIBITION 2016

### Public exhibition - 16th May 2017

A final public exhibition will be held on 16th May 2017 at the Hayes and Harlington Community Centre to show the proposals to be submitted in the planning application. All stakeholders and members of the community in the distribution area of 4,525 addresses will be invited to attend the event.

## 6. Conclusion

The pre-application consultation programme has been thorough and open having aimed to engage with as many political and community stakeholders throughout the process as possible.

The development team sought to provide information regarding the proposals whenever possible and endeavoured to work with the local community from the outset to inform the development of the plans for the site.

All of the engagement activities have confirmed that there is overwhelming support for a mixed-use approach where part of the site owned by SEGRO is retained for employment uses and the remaining part of the site owned by Barratt London is used to provide much needed new homes and some community facilities. The key issues raised by local groups and delivered in the masterplan are:

- A mixed-tenure approach with homes across a range of sizes and including both open market and affordable homes
- The retention of attractive elements of the original factory buildings and ensuring that the design is informed by the historic architectural context
- The retention of the significant amount of open space and ensuring that the new homes sit within an enhanced landscape of parks and gardens for the benefit of new residents
- Opening up the site for local residents to have access through the landscaped grounds to the canal and community facilities being provided
- A range of dedicated spaces for community use in the canteen building. Discussions have been held with a range of potential end-users including childcare, sports, catering and other uses
- Safeguarding a landing point for a future bridge across the canal
- Providing a canoe storage facility to enable better recreational use of the canal
- Provision of space for a children's centre on site

Throughout all of our discussions with the local community we have sought to explain how the masterplan is evolving and its relationship to Borough and GLA policy. In conclusion, this statement of community involvement demonstrates that the SEGRO and Barratt London proposals have been developed in dialogue with the local community and will deliver a vision that has very substantial community support.



NOVEMBER EXHIBITION 2016



## Appendix A: Community newsletters

### Summer 2016

BARRATT  
— LONDON — SEGRO

## Former Nestlé Factory Community Newsletter

### August 2016

Dear Resident,

As you may be aware, the former Nestlé Factory closed its doors in 2014 and the buildings have remained vacant since then. Earlier this year, two of the UK's leading developers – Barratt London and SEGRO – partnered to regenerate this site and bring a well-known part of Hayes back to life.

Before progressing the scheme in detail, we decided to hold a Community Open Day at the factory. We wanted to meet with the local residents to introduce our vision for the proposed development, and to hear what was important to the community.

It was an enjoyable and productive day and this newsletter explains the community's feedback and outlines our next steps in the consultation process.



## Our Vision

The former Nestlé Factory covers 30 acres, making the site one of the largest brownfield sites in Hillingdon. The site has not been available for public use for over 100 years.

Our vision is to open the gates to this site and create a new vibrant destination in Hayes; a place for people to live, work and enjoy.

We will create a vibrant new place, with a proposal for approximately 1,200 new homes, up to 400 employment opportunities, community spaces and four hectares of landscaped open space. We aim to help deliver a new pedestrian route to the station, safe public access along the canal, as well as a park, play space and trim trails.

We'll also respect the conservation setting and use the heritage and cultural DNA of the factory to influence the architecture, landscape and values of the development. Where possible, we plan to retain elements of the site, drawing inspiration from its industrial past to inform the future.



## Community Open Day

At Barratt London and SEGRO, we believe the best new developments are created when all parties, including residents, make decisions together. That's why we engage with the local stakeholders from the early stages of design to hear community thoughts and aspirations for the development.

On 18 June 2016, we invited the local community to an Open Day to meet the project team, share their views and comment on the initial vision for the development. Various family-orientated activities were on offer throughout the day, such as guided tours of the site, a bouncy castle, face painting and refreshments.

We would like to thank the 262 local residents and stakeholders who attended the event and made it a very successful day.

## Community Feedback

From the 262 attendees, including political stakeholders, families and small groups, only 50 feedback forms were returned.

From these forms, it was clear that respondents were overwhelmingly positive that the development has the potential to provide high-quality new housing, employment and community spaces. Only one attendee did not believe that the site could fulfil this potential.

Similarly, feedback was positive regarding the initial vision displayed at the exhibition, with only two attendees indicating they were not in favour.

The main issues raised by attendees were:

- Retaining green space such as parks and community facilities
- Affordability and type of proposed housing
- Impact on local infrastructure, including health and education facilities
- Ensuring job opportunities created by the development would be for the local community
- Traffic, parking and congestion in the surrounding area

These comments are valuable as they will help with our proposals and ensure our proposed plans meet the needs of the community.

A full summary of the Open Day can be found on our website:  
[www.formernestlefactory.co.uk/consultation](http://www.formernestlefactory.co.uk/consultation)



## Next Steps

The Community Open Day marked the beginning of our engagement with the local community. The feedback received is valuable to us and we will continue consulting with you as our plans progress throughout the year.

We will keep you updated on the development's progress via newsletters and workshops. We will also hold further consultation events later this year.

For further information please visit our website ([www.formernestlefactory.co.uk](http://www.formernestlefactory.co.uk)) or contact us on the details below:

Phone: 0800 170 7270  
Email: [info@formernestlefactory.co.uk](mailto:info@formernestlefactory.co.uk)  
Online form: [www.formernestlefactory.co.uk/contactus](http://www.formernestlefactory.co.uk/contactus)



# Appendix A: Community newsletters

## Winter 2016

### Former Nestlé factory site - community newsletter December 2016

Dear Resident,

The former Nestlé factory closed its doors in 2014 when the company moved its production to Derbyshire and the 30-acre site has since remained vacant.

Earlier this year, Barratt London and SEGRO partnered to develop a masterplan to bring this well-known area of Hayes back to life and create a new vibrant destination with homes, employment, community facilities and five hectares of landscaped open space.

We believe the best new developments are created when all parties, including residents, make decisions together. As such, we began engaging with the local community early so that we understood local thoughts and aspirations for the site.

This newsletter explains the journey we have had engaging with the local community this year and outlines our latest proposals, which have been shaped by your feedback.



#### Consultation

Throughout the year we have held regular meetings, workshops and public events to share our proposals with the local community. It has been an enjoyable and productive experience that has helped further shape and develop the plans for the site.

#### Community Open Day – 18 June 2016

On 18 June 2016, we opened the site to the public for the first time in over 100 years and held our first major public consultation event.

The purpose of the event was to introduce the Barratt London and SEGRO team and our vision for the site. It was also an opportunity for us to listen to what was important to the local community. Throughout the day there were other activities, like factory tours, a bouncy castle, face painting and refreshments.

The day was a great success with 262 people attending the event. 50 feedback forms were received with 49 positive views shared with us about the site's potential to provide new housing, employment and community space in Hayes.



#### Public exhibition – 29 & 30 November 2016

Following the Community Open Day, we carefully considered the input received in June and updated our proposals to respond to the local feedback. On 29 & 30 November 2016, we shared these proposals at a further public consultation event at the Hayes & Harlington Community Centre. Over 100 people visited and shared their thoughts with us.

We are very pleased that the vast majority of visitors were positive about our proposals. We received 22 feedback forms and 73% said they would support our planning application to redevelop the site.

In particular, there was overwhelming support for new parks, access to the canal, using the canteen for community uses and for new employment opportunities. However, some respondents raised issues regarding the impact redevelopment may have on local transport infrastructure, health and education services. These concerns will be addressed as part of the final planning application.

A more detailed analysis of the feedback is included on the back page of this newsletter.



FORMERNESTLEFACTORY.CO.UK | 0800 170 7270  
INFO@FORMERNESTLEFACTORY.CO.UK

BARRATT  
—LONDON— SEGRO

### Latest proposals for the future redevelopment of the site

We are working on plans to create a new mixed-use development, which will transform the site and create new amenities for local residents. At the heart of our masterplan are proposals for approximately 1,400 new homes and up to 400 new jobs.

Full details can be found on our website: [www.formernestlefactory.co.uk](http://www.formernestlefactory.co.uk)



#### Local benefits

The redevelopment of the site will offer a range of benefits to both those who live and work on the site, as well as the surrounding community. This will include:

##### Homes

- Approximately 1,400 homes delivered by 2024
- Provision of affordable housing

##### Public open spaces

- Five hectares of green open space and courtyards (the equivalent of seven football pitches) including landscaped public parks and children's play area
- Garden allotments
- A 1.5km Trim Trail
- High-quality public space at the canal frontage, accessible to everyone
- Consideration is being given to a new pedestrian bridge over the canal to make it easier to access the towpath on the other side

##### Community facilities and infrastructure

- The Canteen Building next to Wallis Gardens will house a range of community facilities such as:
  - A new children's centre
  - Community space for local charity groups
  - A gym, open to all
  - A coffee shop
  - Consideration is being given to the provision of a new health centre facility
- The Sharks Club will be provided with new canoe storage facilities to enable better use of the canal

#### Heritage

- Celebrate the heritage of the site
- Design to enhance the conservation area
- Elements of the factory, including the 1960s Art Deco entrance will be retained and the War Memorial (removed by Nestlé and currently stored in Derby) will be relocated back to its previous location in the entrance foyer of the main factory
- Refurbishment of the Canteen Building

#### Employment

- High-quality design of 230,000 sq ft of modern industrial units
- Up to 400 full time jobs created by businesses occupying the space
- Over 700 construction jobs on-site and 1,000 indirect supported jobs

#### Skills and training

- Opportunities for local businesses to tender for construction contracts and commercial spaces
- Help will be provided for local businesses to get involved in the construction work
- A range of skills and training packages, including apprenticeships, will be provided to help local people gain employment both during construction and when businesses occupy the new building



ARTIST'S IMPRESSION OF WALLEIS GARDENS



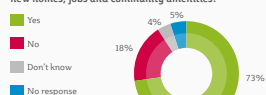
CANAL SQUARE

CANAL STREET

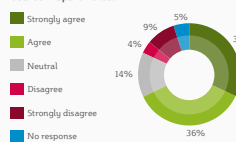
### Feedback from the November 2016 public exhibition

Over 100 people visited the public exhibition and provided their feedback on the latest proposals, as shown on the previous pages. We were encouraged by the strength of positive feedback, which is reflective of the success of engaging the local community and understanding their views from an early stage.

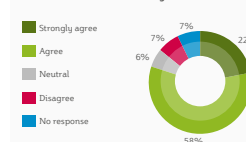
Would you support our proposed planning application to redevelop this site for a new community creating new homes, jobs and community amenities?



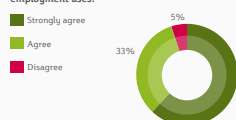
Do you support our proposals to provide a new mixed community on the site with 1,400 new homes in a range of sizes from studios to one, two and three-bedroom apartments?



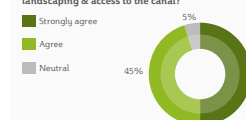
Do you support the proposal to reuse the Canteen Building for community uses such as a gym, community rooms and a children's nursery?



Do you agree that part of the site should be reserved for employment uses?



Do you agree with our proposals to introduce new landscaping & access to the canal?



#### Next steps

It has been a busy year engaging with the local community and we thank those who have participated. The feedback received is valuable to us and has helped shape the proposals for the site to ensure that the development works for the local area.

We will hold another public exhibition prior to submitting the planning application in March 2017. For further information, please visit our website [www.formernestlefactory.co.uk](http://www.formernestlefactory.co.uk) or contact us on the details below:

Phone: 0800 170 7270  
Email: [info@formernestlefactory.co.uk](mailto:info@formernestlefactory.co.uk)  
Online form: [formernestlefactory.co.uk/contactus](http://formernestlefactory.co.uk/contactus)

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INFO@FORMERNESTLEFACTORY.CO.UK

BARRATT  
—LONDON— SEGRO

## Appendix B: Community Open Day boards

### WELCOME

Art Deco entrance of former Nestlé factory building

The Nestlé factory which closed in 2014, has been an important landmark in Hayes for decades.

Barratt London and SEGRO are delighted to share our vision for the regeneration of this important site.

The plans are still at an early stage but we want to share our initial thoughts and receive your feedback.

Our project team will consider all your comments and feedback as they develop our proposals.

We will then develop more detailed proposals and hold a further public consultation event to hear your views later this summer.

We expect to be ready to submit our planning applications for the comprehensive regeneration of the site at the end of September 2016. The London Borough of Hillingdon will then formally consult the community on our proposals before deciding whether to approve our applications.

**WE WANT TO HEAR YOUR VIEWS**

Please complete a feedback form today or email us at: [info@formernestlefactory.co.uk](mailto:info@formernestlefactory.co.uk)

Further information is also available at: [www.formernestlefactory.co.uk](http://www.formernestlefactory.co.uk)

### THE NESTLÉ FACTORY - A BRIEF HISTORY

1935 Ordnance survey map      1914 Ordnance survey map

**Nestlé left the site in December 2014 when they moved production to new facilities in Derbyshire. This brought 100 years of manufacturing chocolate and coffee in Hayes to an end. Below is a brief history of the site.**

**1913:** The site is acquired by Eugen Sandow - former World's Strongest Man (1889) who then opens the Sandow's Cocoa Factory. He claimed chocolate is the source of his strength.

**1915:** During WWI, there is a Hayes Munitions Factory over part of the Nestlé site. After the war many of these sites are turned over to playing fields.

**1916:** Sandow's company liquidates. Peter Cailler Kohler Company (PCK), a Swiss chocolate manufacturer, buys the factory.

**1929:** Nestlé buys PCK (including the site) and begins producing chocolate as an integral part of the business.

**1938:** Nestlé launches instant coffee.

**1940:** Much of the western part of the site is sold to fund further development.

**1949:** The site becomes the Nestlé UK Headquarters.

**1988:** Nestlé buys Rowntree and the production of chocolate is phased out in the early 1990s. It moves to York and the site only produces Nescafé.

**2012:** Nestlé begins scaling down operations and moves production to new facilities in Derbyshire.

**2014:** Nestlé vacates the site in December 2014.

**2015/16:** SEGRO acquires the site and partners with Barratt London to develop a high quality, urban renewal project that will deliver new homes, jobs and public spaces for Hayes.

Aerial Photo      Historic images of the former factory      Sandow's factory

### BARRATT LONDON & SEGRO PARTNERSHIP

Both companies are working in partnership to deliver an exciting new vision for the regeneration of the Nestlé site for the local community.

**Barratt London and SEGRO are two of the UK's leading and most respected development companies. Together they have decades of experience in delivering high-quality regeneration projects.**

**BARRATT LONDON**

Barratt London is a leading brand in residential development and is part of the FTSE 100 Company Barratt Developments PLC, which is the largest housebuilder in the UK.

We have built over 30,000 homes in the past 30 years. We have also delivered complex regeneration schemes in Hendon, Bromley-by-Bow and Brentford, which have all won numerous awards. We work with some of the best and most respected architects and planners in London to deliver high-quality homes and community environments.

**SEGRO**

SEGRO is a leading owner and developer of modern warehousing and light industrial property. We own or manage 60 million sq. ft. of space, serving 1,200 customers from a wide range of industry sectors.

Established in 1920, SEGRO has been an active investor and developer in Hillingdon for many decades. We have over 2.2 million sq. ft. which is home to a range of businesses such as Ocado, Rolls Royce, British Airways and Bosch UK. Our latest development, 'Skyline', will complete in August 2016 and will deliver 154,000 sq. ft. of modern industrial space which will help to create up to 230 jobs in the borough.

### PROJECT PRINCIPLES

Aerial view of current site

**The Council has identified the site as suitable for mixed-use redevelopment as it is in an excellent location with close proximity to the train station and Hayes Town Centre. We believe the site can provide a balanced package of new homes, jobs and community space.**

**A GOOD NEIGHBOUR**

For years, the Nestlé factory was a valued part of the local community. We think the regenerated site should be seen in the same way. This means the design needs to pay careful attention to neighbourhood issues such as traffic on local roads and noise during construction.

**RESPECTING THE PAST**

We recognise the role that the Nestlé factory played in the local community over many decades. We want to respect this past by preserving the best parts of the site wherever possible; creating a heritage centre, placing objects from the factory into the landscaping as a form of 'industrial art' and creating a newly regenerated site that draws inspiration from its industrial past to enhance the quality of life for everyone in the future.

**A PACKAGE OF COMMUNITY BENEFITS**

As well as much needed new homes and jobs, the regeneration will provide a package of community benefits. These could include new outdoor public places such as the canal frontage and the main park as well as new facilities, such as a community centre, sports gym, children's nursery and medical centre.

**A HIGH-QUALITY, SUSTAINABLE DEVELOPMENT**

We always strive for the highest quality design which adds value to the local area. We also think the new buildings should achieve very high levels of sustainability, meeting or beating the current regulations on things like energy and water savings. For example, SEGRO's commercial buildings typically achieve the BREEAM Excellent standard, with features including solar panels and rainwater harvesting.




# Appendix B: Community Open Day boards



## OPPORTUNITIES

### HOMES & COMMUNITY AMENITIES



St. Andrews, Bromley-by-Bow


**At 30 acres, this is one of the largest brownfield sites in Hillingdon. It has the potential to be an important new quarter in Hayes, which delivers new homes, new employment complete with public amenities and a high-quality modern environment for the community.**

**HOMES**

Hayes needs new homes and this is a site that will make a great place to live. The site has the potential to provide over 1,000 new homes, including affordable housing for local people. As well as new homes we will look to convert some of the existing buildings into commercial use, adding to the sense of connection between the past, present and future.


**COMMUNITY AMENITIES**

A site of this size has the potential to deliver new community uses, such as leisure, education or healthcare. We are already talking to Hillingdon Council about what is needed in the area, such as a children's nursery, a medical centre, a community centre and a gym. We look forward to hearing about your ideas for the site through the feedback forms available today.




GWO, Hounslow





## OPPORTUNITIES

### JOBS & CONNECTIVITY



Employment opportunities

**JOBS**


This is a site that employed many people in the past and can create job opportunities for hundreds of people in the future through the creation of new industrial buildings. These will be carefully planned and designed to ensure that the needs of occupiers are not in conflict with local residents neighbouring the site.

During the construction period of approximately six years there will also be hundreds of construction jobs and we will work with local organisations to deliver employment and skills training so that local people can benefit from the opportunities created.


**CONNECTIVITY**

The arrival of Crossrail at Hayes & Harlington station in 2018 will make the site even more accessible, and excellent rail links will mean that residents will be more likely to commute by train. We recognise that any regeneration of the site needs to minimise the impact on the local roads.

There is the opportunity to create a new pedestrian route to the station, linking to the future redevelopment sites lying to the west.



Hayes & Harlington train station





## OPPORTUNITIES

### THE CANAL, LEISURE & CONSERVATION



View of the factory from the canal

**THE CANAL**

The canal frontage has been off limits to the public for decades. This is an opportunity to create a high-quality canal frontage which the public can safely enjoy at all times.

**EXISTING BUILDINGS**

The site contains some interesting buildings, particularly the main factory building and the former canteen. Where possible, these will be retained and converted into viable uses.

**THE PARK**

The former Nestlé factory is unique with a green park and ornate entrance gates leading to an Art Deco main entrance building. The park will be retained and turned into a public park offering family-orientated play spaces which could include trim trail, public art and a venue for meetings and public events.

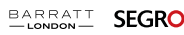
There is the opportunity to remember and celebrate the important role the Nestlé factory played in the local area over many years with a heritage centre or space dedicated to remembering the site's history - for example, some of the machinery could be converted into industrial art in the landscaping.




The canal

The current park

The former canteen





## NEXT STEPS


**WHAT SHOULD WE CALL THE DEVELOPMENT?**


Everyone knows this site as the Nestlé factory. Now that Nestlé has gone and a new period in the site's history is beginning, we want your opinions on what we should call this new community. Give your ideas for a new name on the feedback forms today.


**NEXT STEPS**


Thank you for participating in this open day. We appreciate your interest in the site and are keen to hear your views, we will review all feedback as we prepare detailed proposals for the site.


If you have any questions please talk to a member of the project team and fill in a feedback form. You can leave us your views via the following methods:

 Speaking to a member of the project team today


 Filling in a feedback form today


 Taking a feedback form home and sending it back via the FREEPOST address

 **Freephone**  
0800 170 7270

 **Email**  
info@formernestlefactory.co.uk

For more information and regular updates please visit our website

 **Website**  
www.formernestlefactory.co.uk





## Appendix C: Community Open Day distribution area



## Appendix D: Community Open Day invitation



# FORMER NESTLÉ FACTORY

## COMMUNITY OPEN DAY - SATURDAY 18<sup>TH</sup> JUNE



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Barratt London and SEGRO invite you to meet the team and discuss the exciting opportunities offered by redevelopment of the former Nestlé factory site.

We want to hear your views about this site to understand what's important to you.

We hope you can join us at our community event, where there will be various activities and refreshments on offer for everyone, including:

- **A bouncy castle**
- **Ice cream and refreshments**
- **Face painting**
- **Tours of the site**

Please bring family and friends.

Please note site tours are for over 16's only. Details of the event are overleaf.



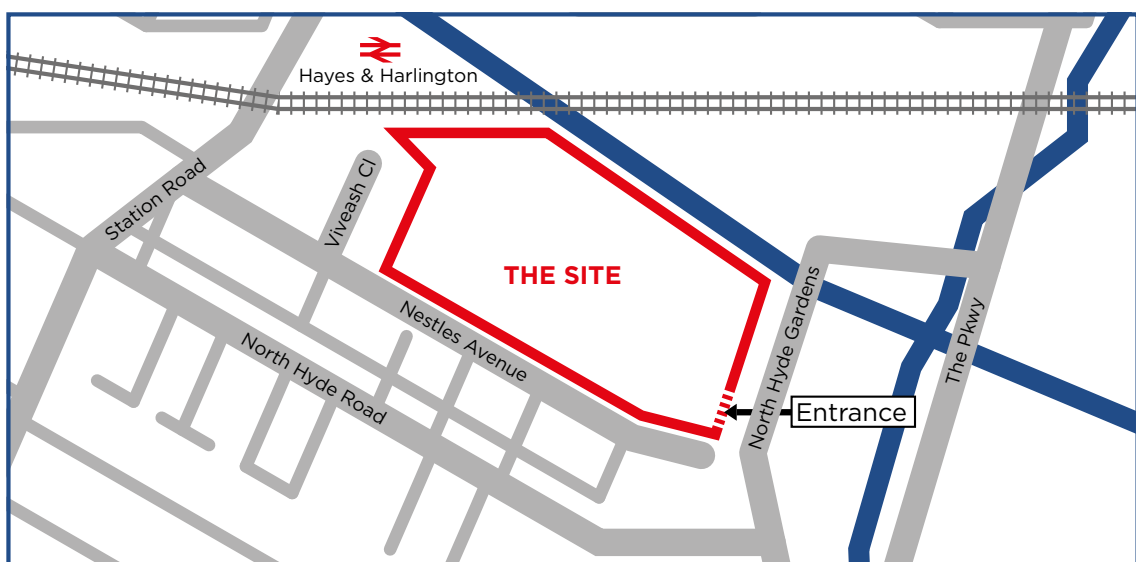




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**How to get in touch:**  
 formernestlefactory.co.uk | 0800 170 7270 | info@formernestlefactory.co.uk





**When:**  
 Saturday 18<sup>th</sup> June  
 11am to 4pm

**Where:**  
 Former Nestlé site, Nestles Avenue, (entrance off North Hyde Road)  
 Hayes UB3 4RF

\*Limited parking available. No vehicle access from or event parking on Nestles Avenue.

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**How to get in touch:**  
 formernestlefactory.co.uk | 0800 170 7270 | info@formernestlefactory.co.uk

# Appendix E: Community Open Day feedback form

## FORMER NESTLÉ FACTORY SITE - FEEDBACK FORM COMMUNITY OPEN DAY - 18TH JUNE 2016

Thank you for taking the time to visit us to view and discuss our initial proposals for the site. Our plans are still at an early stage and your comments and feedback are important to us.

Please fill out this form and either return it to the comments box or post it to the FREEPOST address below. The closing date for receiving forms is 4th July 2016.

Freepost: RRRL-GLUR-KXXH Hardhat Communications The Building Centre 26 Store Street London, WC1E 7BT  t 0800 170 7270 e info@formernestlefactory.co.uk	Name _____ Address _____ _____ _____ Telephone _____ Email _____
---	---

1. We believe the site offers an exciting opportunity to deliver our vision for a new housing, employment and community space in Hayes. To what extent do you agree?

Strongly agree   
  Agree   
  Neutral   
  Disagree   
  Strongly disagree

2. A site of this size has the potential to deliver a range of uses. We are already talking to Hillingdon Council about what is needed in the area. Which of the following would you like to see as part of the proposals?

New homes	<input type="checkbox"/>	Health facilities	<input type="checkbox"/>
Jobs	<input type="checkbox"/>	Public art	<input type="checkbox"/>
Public access to canal	<input type="checkbox"/>	Restaurants	<input type="checkbox"/>
Green open space	<input type="checkbox"/>	Pedestrian route to train station	<input type="checkbox"/>
Leisure and sports facilities	<input type="checkbox"/>	Other	<input type="text"/>
Education facilities	<input type="checkbox"/>		

3. What are the three most important things that you think the site redevelopment could deliver?

If you are not comfortable with having your comments attributed to you by name in relation to the Statement of Community Involvement Report then please tick this box.



4. The Nestlé Factory has played an important role in the life of Hayes and we are keen to preserve and celebrate that rich heritage. What elements of the site's history would you like to see represented in a new development?

5. Do you have any concerns with the initial vision?

6. Overall, do you like the initial vision you have seen today?

Yes   
  No   
  Unsure

7. Do you have any further comments?

8. NAME THE NEW SITE! WE WOULD LIKE YOUR IDEAS FOR A NEW NAME FOR THE DEVELOPMENT. PLEASE PROVIDE YOUR SUGGESTIONS BELOW.

We will be considering different suggestions as a project team and will develop a shorter list for further consultation.

Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.



# Appendix F: Community Open Day feedback report



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2 | Former Nestlé Factory Community Open Day Feedback Report

**HardHat.**



# Appendix F: Community Open Day feedback report

## SUMMARY OF FEEDBACK

Attendees were given the opportunity to provide their feedback through a two-page feedback form which asked attendees to outline their views regarding the potential of the site, whether they supported the initial vision and whether they had any concerns regarding heritage or other public amenities.

From the 262 local residents who attended as part of families and small groups, 50 feedback forms were returned.

Overall feedback was very positive. The issues prioritised by attendees were:

- Housing
- Green space
- Provision of health facilities
- Job opportunities
- Provision of schools
- Traffic and congestion

Neighbouring roads adjacent to the former Nestlé factory site were also analysed, with attendees living on Nestles Avenue & North Hyde Gardens both prioritising affordable homes and the site's health provision in their responses.

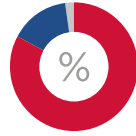


5 | Former Nestle Factory Community Open Day Feedback Report **HardHat.**

## SUMMARY OF FEEDBACK


**Below is a summary of responses to each feedback question:**

**QUESTION 1**  
We believe the site offers an exciting opportunity to deliver our vision for a new housing, employment and community space in Hayes. To what extent do you agree?



Strongly agree/Agree .....	83%
Neutral .....	15%
Disagree/Strongly Disagree .....	2%

An overwhelming number of respondents (40 out of 49) agreed or strongly agreed that the site offers an exciting opportunity to provide new housing, employment and community space for Hayes. 8 respondents stated that they were neutral and only 1 respondent disagreed. This strongly suggests that local residents are in support of mixed-use redevelopment of the site for the area.



6 | Former Nestle Factory Community Open Day Feedback Report **HardHat.**

## SUMMARY OF FEEDBACK

**QUESTION 2**  
A site of this size has the potential to deliver a range of uses. We are already talking to Hillingdon Council about what is needed in the area. Which of the following would you like to see as part of the proposals?

When asked which features they felt were key to the proposal, attendees prioritised: new homes (39), green open space (40) and health facilities (selected 39 times). Other popular choices were public access to the canal (35) and job opportunities for local residents (34).

**QUESTION 3**  
What are the three most important things that you think the site redevelopment could deliver?

The most common response was the job opportunities that could come from the site, with 24 attendees mentioning this. Housing was also popular, with 17 mentions. The protection of green open space was also high in the priority list with 11 mentions. Finally schools and health facilities were considered important, with schools featuring in 9 comments and health facilities featuring in 8 comments.




7 | Former Nestle Factory Community Open Day Feedback Report **HardHat.**


## SUMMARY OF FEEDBACK

**QUESTION 4**  
The Nestlé Factory has played an important role in the life of Hayes and we are keen to preserve and celebrate that rich heritage. What elements of the site's history would you like to see represented in a new development?

Response to the heritage element of the site was mixed with 40% (20) of feedback not commenting on the matter and the other 60% (30) stating that the heritage of the site should be represented and celebrated in some form.

The preference of representation varied with some responses stating they would like elements of the existing buildings retained (24) such as the art deco building (6), the chimney (2) and the lodge house (1). Other respondents stated that they would like to see the green areas retained, railings or to respect the heritage by incorporating the history into the new name of the site or providing a memorial.

Overall, the feedback indicates that local residents would like to see some elements of the site's history represented in a new development.

8 | Former Nestle Factory Community Open Day Feedback Report **HardHat.**

# Appendix F: Community Open Day feedback report

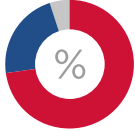
## SUMMARY OF FEEDBACK

**QUESTION 5**  
Do you have any concerns with the initial vision?

The most common concerns regarding the vision for the former Nestle factory site was traffic with 16 attendees mentioning this in their feedback. A further 6 comments were made regarding parking, with other concerns being high density (4 comments) and noise during the construction period (3 comments).


---

**QUESTION 6**  
Overall, do you like the initial vision you have seen today?



Feedback was again very positive with three-quarter of respondents stating that they agree or strongly agree (34) with the initial vision displayed. Eleven respondents stated they were unsure and two stated they did not like the initial vision. This is a welcoming start and Barratt London and SEGRO will take comments into consideration as they progress with redevelopment plans.

**Strongly agree/Agree ..... 73%**  
**Neutral ..... 22%**  
**Disagree/Strongly Disagree ..... 5%**



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## CONCLUSION

The Community Open Day had a strong turnout with 262 attendees, including local political and community stakeholders and received a very positive response in the feedback forms returned:

- Overall feedback was very positive regarding the site's potential to provide new housing, employment and community space in Hayes. Only one person indicated they did not believe that the site could fulfil this potential, with the remaining 48 attendees being either positive or neutral.
- Similarly feedback was also positive regarding the initial vision displayed at the exhibition with only two attendees indicating they were not in favour.
- The heritage of the site was an interest for 60% of respondents who stated that they would like to see elements of the heritage of the site represented in a new development. The type of preferred representation varied from retaining the art deco main entrance, chimneys, green space and naming the site appropriately.
- The main concerns raised by attendees in the feedback were:
  - Affordability of the proposed housing
  - Retaining open green space, such as parks and community facilities
  - Provision of health facilities
  - That job opportunities created by the site be for the local community
  - The provision of school places
  - Traffic and congestion

Barratt London and SEGRO would like to thank everyone who joined them at the Community Open Day to share their views on future development of the site. The feedback is valuable to further developing the vision of the site and the partners look forward to consulting with the local area further at the end of Summer 2016.

For further information please visit our website or get contact us on the details below.

 info@formernestlefactory.co.uk

 0800 170 7270

 formernestlefactory.Co.Uk

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# APPENDICES

## APPENDIX ONE INVITATION FLYER



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# Appendix F: Community Open Day feedback report

## APPENDIX TWO DISTRIBUTION AREA



## APPENDIX THREE INFORMATION BOARDS

### WELCOME

**THE NESTLE FACTORY** which closed in 2014, has been an internationally recognised site for its iconic architecture and heritage. It is now an opportunity to create a new landmark in the heart of the city.

We will then develop three detailed proposals for the site and we will be pleased to hear your views on the future.

We expect to be ready to start planning applications for the development in the next few weeks. The plans are still at an early stage but we would like to hear your thoughts and receive your feedback.

Our project team will continue to get your views and feedback as they develop our proposals.

**WE WANT TO REACH YOUR VOICES**  
Please complete a feedback form today or email us at:  
Further information is also available at:  
[www.former-nestlefactory.com](http://www.former-nestlefactory.com)

BARRATT LONDON SEGRO

### THE NESTLE FACTORY - A BRIEF HISTORY

Nestle left the site in December 2014 when they moved production to new facilities in Devonshire. The longest 100 years of manufacturing chocolate and coffee in Herts to an end. Below is a brief history of the site.

**1866** The site becomes the former Nestle factory. The site is built on the former site of the former Nestle factory.

**1988** Nestle leaves the site in December 2014.

**2014** Nestle leaves the site in December 2014.

**2014** Nestle leaves the site in December 2014.

**2014** Nestle leaves the site in December 2014.

**2014** Nestle leaves the site in December 2014.

BARRATT LONDON SEGRO

### BARRATT LONDON & SEGRO PARTNERSHIP

Barratt London and Segro are two of the UK's leading and most respected housing and commercial property developers. Together they have decades of experience in delivering high-quality residential projects.

**BARRATT LONDON**  
Barratt London is a leading brand in residential development and is part of the FTSE 100 company Barratt Developments PLC, which is the largest residential UK developer. We have built over 200,000 homes in the past 20 years. We have also delivered complex regeneration schemes in London, Birmingham and Manchester, which have set new standards in quality. We are now looking to build high-quality homes and commercial developments.

**SEGRO**  
SEGRO is a leading owner and developer of modern warehousing and light industrial properties. We have over 10 million sq. ft. of space serving 1,000 customers from a network of 100+ sites.

Established in 2012, SEGRO has been an active member and developer in a number of major projects. We have over 2.2 million sq. ft. of space in a number of locations. We are now looking to build high-quality homes and commercial developments. We are now looking to build high-quality homes and commercial developments.

BARRATT LONDON SEGRO

### PROJECT PRINCIPLES

The Council has identified the site as suitable for mixed-use redevelopment as it is an excellent location with close proximity to the main station and major roads. We believe the site can provide a balanced package of new homes, jobs and community space.

**A GOOD NEIGHBOUR**  
We will be a good neighbour and will work with the local community to ensure that the development is a benefit to the area. We will be a good neighbour and will work with the local community to ensure that the development is a benefit to the area.

**A PACKAGE OF COMMUNITY BENEFITS**  
We will be a good neighbour and will work with the local community to ensure that the development is a benefit to the area. We will be a good neighbour and will work with the local community to ensure that the development is a benefit to the area.

**A SUSTAINABLE DEVELOPMENT**  
We will be a good neighbour and will work with the local community to ensure that the development is a benefit to the area. We will be a good neighbour and will work with the local community to ensure that the development is a benefit to the area.

BARRATT LONDON SEGRO

## APPENDIX THREE INFORMATION BOARDS

### OPPORTUNITIES HOUSES & COMMUNITY BENEFITS

**HOUSES**  
At 51 acres, this is one of the largest brownfield sites in Herts. It has the potential to be an important new quarter in Herts, which delivers new homes, new employment spaces and public amenities and a high-quality modern environment for the community.

**COMMUNITY BENEFITS**  
A lot of the site has the potential to be an important new quarter in Herts, which delivers new homes, new employment spaces and public amenities and a high-quality modern environment for the community.

BARRATT LONDON SEGRO

### OPPORTUNITIES JOBS & CONNECTIVITY

**JOBS**  
This is a site that has the potential to be an important new quarter in Herts, which delivers new homes, new employment spaces and public amenities and a high-quality modern environment for the community.

**CONNECTIVITY**  
This is a site that has the potential to be an important new quarter in Herts, which delivers new homes, new employment spaces and public amenities and a high-quality modern environment for the community.

BARRATT LONDON SEGRO

### OPPORTUNITIES THE CANAL, GREEN & CONSERVATION

**THE CANAL**  
The canal has been a key feature of the site for many years. It has the potential to be an important new quarter in Herts, which delivers new homes, new employment spaces and public amenities and a high-quality modern environment for the community.

**THE PARK**  
The park has been a key feature of the site for many years. It has the potential to be an important new quarter in Herts, which delivers new homes, new employment spaces and public amenities and a high-quality modern environment for the community.

BARRATT LONDON SEGRO

### NEXT STEPS

**WHAT SHOULD WE CALL THE DEVELOPMENT?**  
We are looking for your views on what we should call the development. We are looking for your views on what we should call the development.

**NEXT STEPS**  
We are looking for your views on what we should call the development. We are looking for your views on what we should call the development.

BARRATT LONDON SEGRO

## APPENDIX THREE INFORMATION BOARDS

### MASTERPLAN VISION

**1. New park**  
**2. Pedestrian access to station**  
**3. New public space with future potential to connect to the station**  
**4. New connection and public space on the canal**

BARRATT LONDON SEGRO

# Appendix F: Community Open Day feedback report

## APPENDIX FOUR FEEDBACK FORM

**FORMER NESTLÉ FACTORY SITE – FEEDBACK FORM  
COMMUNITY OPEN DAY – 18TH JUNE 2016**

Thank you for taking the time to visit us to view and discuss our initial proposals for the site. Our plans are still at an early stage and your comments and feedback are important to us.

Please fill out this form and either return it to the comments box or post it to the FREEPOST address below. The closing date for receiving forms is 4th July 2016.

Freepost: RRRL-GLUR-KXXH  
Hardhat Communications  
The Building Centre  
26 Store Street  
London, WC1E 7BT

t 0800 170 7270  
e info@formernestlefactory.co.uk

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

**1. We believe the site offers an exciting opportunity to deliver our vision for a new housing, employment and community space in Hayes. To what extent do you agree?**

Strongly agree     Agree     Neutral     Disagree     Strongly disagree

**2. A site of this size has the potential to deliver a range of uses. We are already talking to Hillingdon Council about what is needed in the area. Which of the following would you like to see as part of the proposals?**

New homes	<input type="checkbox"/>	Health facilities	<input type="checkbox"/>
Jobs	<input type="checkbox"/>	Public art	<input type="checkbox"/>
Public access to canal	<input type="checkbox"/>	Restaurants	<input type="checkbox"/>
Green open space	<input type="checkbox"/>	Pedestrian route to train station	<input type="checkbox"/>
Leisure and sports facilities	<input type="checkbox"/>	Other	<input type="text"/>
Education facilities	<input type="checkbox"/>		

**3. What are the three most important things that you think the site redevelopment could deliver?**

If you are not comfortable with having your comments attributed to you by name in relation to the Statement of Community Involvement Report then please tick this box

**BARRATT LONDON**    **SEGRO**

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## APPENDIX FOUR FEEDBACK FORM

**4. The Nestlé Factory has played an important role in the life of Hayes and we are keen to preserve and celebrate that rich heritage. What elements of the site's history would you like to see represented in a new development?**

**5. Do you have any concerns with the initial vision?**

**6. Overall, do you like the initial vision you have seen today?**

Yes     No     Unsure

**7. Do you have any further comments?**

**8. NAME THE NEW SITE! WE WOULD LIKE YOUR IDEAS FOR A NEW NAME FOR THE DEVELOPMENT. PLEASE PROVIDE YOUR SUGGESTIONS BELOW.**

We will be considering different suggestions as a project team and will develop a shorter list for further consultation.

Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.

18 | Former Nestle Factory Community Open Day Feedback Report HardHat.

## APPENDIX FIVE TRANSCRIPT OF FEEDBACK FORMS

**FEEDBACK FOR QUESTIONS**

**QUESTION 1**  
We believe the site offers an exciting opportunity to deliver our vision for a new housing, employment and community space in Hayes. To what extent do you agree?

---

**QUESTION 2**  
A site of this size has the potential to deliver a range of uses. We are already talking to Hillingdon Council about what is needed in the area. Which of the following would you like to see as part of the proposals?

---

**QUESTION 3**  
What are the three most important things that you think the site redevelopment could deliver?

---

**QUESTION 4**  
The Nestlé Factory has played an important role in the life of Hayes and we are keen to preserve and celebrate that rich heritage. What elements of the site's history would you like to see represented in a new development?

---

**QUESTION 5**  
Do you have any concerns with the initial vision?

---

**QUESTION 6**  
Overall, do you like the initial vision you have seen today?

---

**QUESTION 7**  
Do you have any further comments?

---

**QUESTION 8**  
Name the new site! We would like your ideas for a new name for the development. Please provide your suggestions below.

---

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## TRANSCRIPT OF FEEDBACK FORMS

**1**

- Strongly agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- Wanted to see more jobs, public access to the canal and a pedestrian route to the train station.
- I think it will create more jobs for local and more new people. More jobs, public access to canal, pedestrian route to the station Said the site redevelopment could deliver more jobs, public access to the canal and pedestrian routes to the train station.
- Please keep the name Nestlé as well as front part of the building
- Yes, looks good and positive
- Liked the initial vision displayed at the consultation.
- Please provide a cycle track to the station and makes bridge so that residents can walk along Canal and come to do there shopping in local photos.
- That the site be renamed: 'New Nestlé' or 'Nestlé Projection'

**2**

- Agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- Wanted to see new homes, public access to the canal, green open space, public art and restaurants.
- Homes, Green Space, Gentrification
- Chimneys, classic buildings, culture
- Lack of chimneys
- Liked the initial vision displayed at the consultation.
- Keep the chimneys!!!
- Community Coffee

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Former Nestle Factory site | Statement of Community Involvement

Prepared for Barratt London & SEGRO by HardHat.

## Appendix F: Community Open Day feedback report

### TRANSCRIPT OF FEEDBACK FORMS

3

- 1 No comment left regarding the extent of agreeing or disagreeing with the vision.
- 2 No comment left regarding elements he would like to see.
- 3 Said the site redevelopment could increase traffic flow and causing crowding and car parking issues.
- 4 No comment left about the site's history.
- 5 No comment left regarding concerns.
- 6 No comment left regarding whether they liked the vision displayed at the consultation.
- 7 No further comments.
- 8 No suggestions for naming the development.

4

- 1 Agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- 2 Wanted to see new homes, public access to the canal, green open space, leisure and sports facilities, health facilities, restaurants and a pedestrian route to the train station.
- 3 Said the site redevelopment could deliver better traffic flow, better parking management and more sports facilities.
- 4 No comment left about the site's history.
- 5 No comment left regarding concerns
- 6 Is unsure about the initial vision displayed at the consultation.
- 7 Very concerned about the local traffic flows and the congestion on the roads. More information about the project in the public domain
- 8 No suggestions for naming the development

21 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

5

- 1 Agreed that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- 2 Wanted to see new homes, jobs, public access to the canal, green open space, leisure and sports facilities, education facilities, health facilities, restaurants and a pedestrian route to the train station.
- 3 No comment on what the site could deliver.
- 4 No comment left about the site's history.
- 5 Parking problem, construction traffic, commercial site will be bit of problem as lot worse commercial vehicles will come to this site
- 6 Is unsure about the initial vision displayed at the consultation.
- 7 No further comments.
- 8 No suggestions for naming the development.

6

- 1 Strongly agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wanted to see new homes, jobs, public access to canal, green open space, leisure and sports facilities, health facilities, restaurants and pedestrian routes to the train station
- 3 Safety, entertainment, jobs/investment opportunities for locals
- 4 Some original buildings
- 5 There looks to be commercial units opposite my house in the plan!
- 6 Liked the initial vision displayed at the consultation
- 7 Keep on engaging, great work today
- 8 Nestléville

22 | Former Nestle Factory Community Open Day Feedback Report

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### TRANSCRIPT OF FEEDBACK FORMS

7

- 1 Agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- 2 Wanted to see new homes, jobs, green open space, education facilities, health facilities and restaurants.
- 3 No comment on what the site could deliver.
- 4 No comment left about the site's history.
- 5 No comment left regarding concerns
- 6 Likes the initial vision displayed at the consultation
- 7 No further comments.
- 8 No suggestions for naming the development.

8

- 1 Is neutral that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- 2 Wanted to see green open space, health facilities, public art, restaurants, pedestrian routes to the train station, better paving and cleaner area.
- 3 No comment on what the site could deliver.
- 4 Would like to some sort of landmark to say 'Nestles factory was here' as it's a well known part of the area.
- 5 Potential traffic. Would like street cameras, traffic control, reduce risk of crime and congestion.
- 6 Is unsure about the initial vision displayed at the consultation.
- 7 Concerned about level of noise, pollution, traffic caused by the building works
- 8 'Nestlesaurus Rex', 'Nestles Green Site', 'Nestles Memorial Grounds', 'Nestles Newhaven', 'New Nestles' 'NesNew'

23 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

9

- 1 Agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wanted to see new homes, public access to canal, green open space, leisure and sports facilities, health facilities and pedestrian route to the train station
- 3 No smoke emitting manufacturing plants in the commercial section, no direct access to Nestles avenue apart from the Harold Avenue entrance and North Hyde entrance, trees to be kept and lined existing security rails to preserve the privacy of the residents on Nestles avenue
- 4 Trees, some of the old buildings façade, public spaces
- 5 No
- 6 Likes the initial vision displayed at the consultation
- 7 Residents to be kept up to date with any progress of the project, extra parking space and amenity space to be provided to accommodate the extra homes
- 8 'Nestlé Homes' or name the streets and apartment buildings after the goods that were made at the factory e.g. Rowntree street, Nescafe building etc.

10

- 1 Agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- 2 Wanted to see new homes, new jobs, green open space, education facilities, and restaurants.
- 3 Housing, job
- 4 No comment left about the site's history.
- 5 Traffic!
- 6 Unsure of the initial vision displayed at the consultation
- 7 No further comments.
- 8 Nestlé Canal Side

24 | Former Nestle Factory Community Open Day Feedback Report

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## Appendix F: Community Open Day feedback report

### TRANSCRIPT OF FEEDBACK FORMS

11

- 1 Strongly agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wanted to see new homes, new jobs, green open space, leisure and sports facilities, education facilities and health facilities
- 3 Job opportunities
- 4 Old buildings
- 5 No
- 6 Likes the initial vision displayed at the consultation
- 7 No
- 8 -

12

- 1 Agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- 2 Wanted to see new homes, new jobs, green open space, leisure and sports facilities, education facilities, health facilities, restaurants and pedestrian route to the train station.
- 3 More housing to local people that are affordable to new home owners, green space and a park for the local children & adults
- 4 Long term work, "jobs for life" for local people. Apprenticeships for young people
- 5 I am not in favour of high rise buildings
- 6 Likes the initial vision displayed at the consultation
- 7 I will be concerned about capacity of schools (current) to enrol and contain the increased number of children who will be living here. I would also hope for a good community adhesion in view of new populations arriving in the area
- 8 Nestlé Homes

25 | Former Nestle Factory Community Open Day Feedback Report

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### TRANSCRIPT OF FEEDBACK FORMS

13

- 1 Agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- 2 Wanted to see new homes, new jobs, public access to the canal, green open space, education facilities, health facilities and pedestrian route to the train station.
- 3 New homes, jobs, education
- 4 Try and keep the front entrance as it is
- 5 -
- 6 Likes the initial vision displayed at the consultation
- 7 No further comments.
- 8 The Nestlé Estate

14

- 1 Agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes.
- 2 Wanted to see new homes, new jobs, education facilities, health facilities, restaurants and pedestrian route to the train station.
- 3 Housing, community, jobs.
- 4 The old façade where ike was made
- 5 Not as yet
- 6 Is unsure on the initial vision displayed at the consultation
- 7 Maybe a canal marina?
- 8 No suggestions for naming the development.

26 | Former Nestle Factory Community Open Day Feedback Report

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### TRANSCRIPT OF FEEDBACK FORMS

15

- 1 Agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wanted to see new homes, new jobs, public access to the canal, green open space, leisure and sports facilities, education facilities, health facilities, pedestrian route to the train station and youth club for teenagers.
- 3 More health facilities e.g. doctors, dentist, NHS walk-in. More employment for Hayes people. Youth club of some sort for teenagers
- 4 Main entrance, Art Deco part
- 5 Over-crowding
- 6 Likes the initial vision displayed at the consultation
- 7 Too much social housing development in Hayes. Please keep to a minimum
- 8 Youth club for teenagers

16

- 1 Strongly agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wanted to see new homes, new jobs, public access to the canal, green open space, health facilities, restaurants and pedestrian route to the train station
- 3 Jobs, homes and keeping the art deco buildings intact
- 4 The art deco buildings and historical aspects of the site
- 5 Yes, road and infrastructure of area – capacity and over crowding
- 6 Likes the initial vision displayed at the consultation
- 7 Improve road access and have permit parking for area, to stop commuter parking
- 8 Hayes Heritage Site

27 | Former Nestle Factory Community Open Day Feedback Report

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### TRANSCRIPT OF FEEDBACK FORMS

17

- 1 Strongly agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see all the options displayed for what the site could be used for in the area, as well as a 'bowling' [sic] centre
- 3 New homes, education facilities, green open space, health facilities
- 4 No comment
- 5 No comment
- 6 Liked the initial vision displayed at the exhibition
- 7 All wonderful ideas and good opportunities
- 8 "Hayes Village"

18

- 1 Was neutral on the issue of whether the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see jobs, leisure and sports facilities, education and health facilities, as well as schools and a doctors' surgery
- 3 Additional housing, commercial prospects, retail business opportunities
- 4 The name of the brand itself
- 5 Yes, more housing means more population which means more strain on already stretched infrastructure + facilities. More collection, less spaces in schools, hospitals, doctors
- 6 Still unsure on their opinion of the initial vision
- 7 If more housing is being added to Hayes more infrastructure in essential services is required. We already have had a recent influx in number of new properties built in the thousands which have only contributed to the already crowded property market + has pushed prices up further (as opposed to the desired effect of prices falling on...with the addition to new housing). "Only" investors have benefited + not the average buyer
- 8 "Nestlé"

28 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

## Appendix F: Community Open Day feedback report

### TRANSCRIPT OF FEEDBACK FORMS

19

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see new homes, education facilities, health facilities, public art, restaurants
- 3 -
- 4 None
- 5 Yes
- 6 Liked the initial vision displayed at the consultation
- 7 Yes
- 8 Newusedland – similar to newfoundland expect it had been found a long time ago

20

- 1 Was neutral on the issue of whether the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see new homes, jobs, a public access to canal, green open space, leisure and sports facilities, education facilities, health facilities, public art, and restaurants
- 3 Single entry to residential through Harold Avenue will be might more to traffic. There is already huge influx of traffic through Nestles Ave and Harold Avenue. So there should be three entry for residential site
- 4 No comment
- 5 Traffic for residential entry from Nestles Ave. There is already pressure on traffic. Residential entry should be from North Hyde Gardens and station and Nestles Avenue
- 6 Did not like the initial vision
- 7 No ideas of schooling, health, nursery due to another low housing, traffic control measures and single entry not good enough
- 8 No comment regarding name

29 | Former Nestle Factory Community Open Day Feedback Report

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### TRANSCRIPT OF FEEDBACK FORMS

21

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wanted to see new homes, jobs, public access to the canal and green open space, public art and a pedestrian route to the train station
- 3 Jobs, housing, public amenities
- 4 Art-deco building, gates and park
- 5 Traffic
- 6 Yes
- 7 No further comments given
- 8 No future name for the site submitted

22

- 1 Strongly agreed the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see all the options displayed for what the site could be used for in the area, as well as a police presence.
- 3 Housing (affordable), leisure, new community
- 4 Entrance
- 5 Need green space
- 6 Yes
- 7 A new modern development, going green (solar etc.), renewable energy; not too crowded, i.e. too many flats (estate/high rise)
- 8 "The Nestlé Heritage"

30 | Former Nestle Factory Community Open Day Feedback Report

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### TRANSCRIPT OF FEEDBACK FORMS

23

- 1 Strongly agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see all the options displayed for what the site could be used for in the area
- 3 Complete new look to the area and jobs
- 4 No comment regarding retaining the site's heritage
- 5 How the traffic
- 6 Yes
- 7 No further comments given
- 8 No future name for the site submitted

24

- 1 Was neutral about whether the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see jobs, public access to the canal, green open space, leisure and sport facilities, health facilities, public art, restaurants and pedestrian routes to the train station
- 3 Said that the site redevelopment could deliver jobs, cleaner roads, safety, community sports and green space
- 4 Please keep the railings that are at the front of the building
- 5 Yes. Very worried about lots of people, safety, traffic
- 6 Unsure
- 7 I believe in regeneration but am concerned about of people that will put pressure on the local services. Also concerned about safety, traffic, pollution, noise. Look forward to the commercial development though.
- 8 "Nestles"

31 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

25

- 1 Strongly agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wanted to see jobs, public access to the canal, green open space, health facilities, restaurants and pedestrian route to the train station
- 3 Employment, open space-park, housing
- 4 Fascia of building
- 5 No
- 6 Yes
- 7 Suggestion for name – Sandow
- 8 No further comment regarding the future name

26

- 1 Strongly agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wanted to see new homes, jobs, public access to the canal, education facilities, health facilities, public art, restaurants and a children's nursery
- 3 New homes, more jobs, help alleviate Hayes, more public space for shopping, family outings and provide facilities closer to the travel hub
- 4 No comment regarding retaining the site's heritage
- 5 N/A
- 6 Yes
- 7 Please contact us with plans etc for the site. We would be happy to be a part of this nice upcoming community
- 8 "Nestlé Village"

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## Appendix F: Community Open Day feedback report

### TRANSCRIPT OF FEEDBACK FORMS

27

- 1 Strongly agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see all the options displayed for what the site could be used for in the area
- 3 Jobs, health facilities, education facilities,
- 4 No comment regarding the site's heritage
- 5 No
- 6 Yes
- 7 No further comments
- 8 No further comment regarding the future name

28

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see new homes, jobs, public access to the canal, green open space, health facilities restaurants and a pedestrian route to the train station as part of the proposals
- 3 Problem with car parking in Nestles Avenue, noise, pollution etc. from building works. Large delivery vehicles using commercial facilities. Hedges upkeep, existing dangerous with spiked plants growing into street paved area, children in buggies vulnerable!
- 4 Keep listed face of art deco building
- 5 Parking – potential problems
- 6 Yes
- 7 Cost of new housing?
- 8 Keep the "Nestles" name in the development

33 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

29

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see new homes, jobs, public access to the canal, green open space and a pedestrian route to the train station as part of the proposals
- 3 A pleasanter environment for all for the neighbourhood, better accessibility to the canal + station. Opening up of traffic routes and parking to alleviate existing problems
- 4 Retention of art deco influences. Retention of some of the fencing facing Nestles Ave. Retain the old house near the corner of Nestles Ave and North Hyde Gardens
- 5 As a concept seems fine but it is only one of the developments going on in the area and concerns are over the affect of each in isolation generating traffic and parking issues not being addressed as a whole but this is a local authority issue which I trust you will be positively involved in
- 6 Yes
- 7 I hope we local residents will be kept informed and consulted as I am sure positive results will evolve
- 8 No comment regarding the future name

34 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

30

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see new homes, jobs, public access to the canal, green open space, leisure and sport facilities, education facilities health facilities, restaurants, pedestrian route to the train station and parks/shops
- 3 Education facilities, parks/shops, jobs
- 4 Nestlé name brand (maybe represented in the name of the development), info/map/board telling people about the history of the site
- 5 Yes - noise, pollution/dust/smoke, constant traffic, + congestion, length of project
- 6 Yes
- 7 Yes, request another turning point on Nestles Avenue, other accesses opening up to the dual carriageway and another entrance/exit for lorries to enter premises, as dust + pollution often enter my garden and house
- 8 "Nestlé Village" (definitely keep the name Nestlé)

31

- 1 Was neutral about whether the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see all the options displayed for what the site could be used for in the area
- 3 Outlook of the site, to the surrounding area, availability to the local residents, job opportunities for local residents
- 4 Like to keep the greenery at the front of the building facing Nestles Avenue + Harold Avenue. To renovate the frontage to the above roads
- 5 Possibly lack of park, through traffic issues, not enough school places for local area already – need more school places
- 6 Yes
- 7 No further comments
- 8 "Nestlé's Heaven" or "Nestles Nest"

35 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

32

- 1 Strongly agreed the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see new homes, jobs, public access to the canal, green open space, education and health facilities, a pedestrian route to the train station, roads, schools and hospitals
- 3 Houses, flats and bungalows (a few for the elderly)
- 4 Retain the Nestlé factory sign and the art deco entrance to the Nestlé building
- 5 Concern that the flats not be too high to take sun light off other homes
- 6 Liked the initial vision displayed in the consultation
- 7 Flats not to be too high
- 8 "Nestlé Village"

33

- 1 Was neutral about whether the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see new homes, public access to the canal, health facilities, restaurants and dog/running park
- 3 Easier access to the Hayes Station
- 4 Retain the art deco facade
- 5 Traffic, traffic, traffic. Parking, parking, parking.
- 6 Unsure
- 7 After talking to you the traffic access is a major issue
- 8 No comment regarding the future name

36 | Former Nestle Factory Community Open Day Feedback Report

HardHat.



## Appendix F: Community Open Day feedback report

### TRANSCRIPT OF FEEDBACK FORMS

34

- 1 Disagreed the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see jobs, green open space, education and health facilities
- 3 More jobs for local people! Data storage & commercial storage does not provide premium jobs, more homes means that more school places will be needed also more health facilities needed, more 'open' space to be retained in such a big commercial area, retain the locally listed Tudor House (museum springs to mind)
- 4 The old Tudor House (locally listed) to be retained and used as local museum
- 5 Not enough information on who is actually going to use the commercial section. Not enough parking for residential section! Not enough green areas! Too much traffic on to Nestlé's Avenue
- 6 Did not like the initial vision displayed in the consultation
- 7 Not enough schools in the area to take in the extra education places needed. Some with surgeries & health centres
- 8 -

35

- 1 Strongly agreed the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see public access to the canal, green open space, education and health facilities and restaurants
- 3 Trade boost to the local area, development of an old site
- 4 The art deco frontage, Nestlé name to still be evident
- 5 No
- 6 Liked the initial vision displayed in the consultation
- 7 No further comments regarding the site
- 8 The Coffee Hub, Harlington Views, Hayes Heritage Place

37 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

36

- 1 Strongly agreed the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 New homes, public access to the canal, green open space, leisure and sports facilities, restaurants and pedestrian routes to the train station
- 3 Mixed size of homes, restaurants & bars and green areas as the most things
- 4 No comments regarding heritage
- 5 No - sooner the better
- 6 Liked the initial vision displayed in the consultation
- 7 No further comments regarding the site
- 8 Name the site either: "New Hayes Village" or "Nestlé Village"

37

- 1 Agreed the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 New homes, leisure and sports facilities, health facilities, restaurants and a pedestrian route to the train station
- 3 A safe community, jobs for the local community and regeneration
- 4 A memorial to the site was requested
- 5 Overcrowding and increased traffic
- 6 Liked the initial vision displayed in the consultation
- 7 "I think it will be an idea for Barratt homes to consider prioritising the local community to invest or purchase the new development e.g Homes, studio flats. So priority for residents to invest. As many are interested in such investment. It will be positive to know that the residents can be part of the new development."
- 8 Name the site: "Nestles Vision", "Nestles Preserve", "Nestles Memorial Development", "Nestles Master Development"

38 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

38

- 1 Strongly agreed the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 New homes, jobs, public access to the canal, green open space, health facilities, restaurants and a pedestrian route to the train station
- 3 No comment
- 4 No comment
- 5 "Road congestion/parking spaces. Project Construction - noise/dirt/pollution/drainage"
- 6 Liked the initial vision displayed in the consultation
- 7 No further comments
- 8 No names submitted for the site

39

- 1 Strongly agrees that the site offers an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 New homes, new jobs, public access to the canal, green open space, leisure and sports facilities, education facilities, health facilities, public art, restaurants and pedestrian route to the train station.
- 3 Business, re-development of the area and recognition
- 4 "To bring this area of Hayes on the map"
- 5 No comment left regarding concerns
- 6 Likes the initial vision displayed at the consultation
- 7 "I spoke to Andrew re: Construction catering, we are happy to provide a breakfast (1 egg, 1 sausage, 1 toast, 1 Tea/Coffee, 2 bacon and beans) or lunch for £3.00 (1 s/ wch, 1 crisps, 1 drink, 1 cookie) Please contact me."
- 8 I will submit ideas through email or at the consultation. Thank you.

39 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

40

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Public access to canal, green open space, leisure and sports facilities, education facilities, public art, and restaurants.
- 3 "A school, health facilities, and open spaces/parks"
- 4 No comment regarding heritage
- 5 "Lack of an educational facility and lack of open spaces"
- 6 Liked the initial vision displayed at the consultation
- 7 No further comments
- 8 Suggested names would be "The Chocolate Factory" and "Willy Wonka"

41

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Jobs, public access to canals, green open space, education and health facilities, and a pedestrian route to the train station
- 3 "Jobs, education, and health facilities"
- 4 No comment regarding heritage
- 5 "12-storey building is too high. More houses less flats"
- 6 No comment
- 7 No comment
- 8 No comment

40 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

## Appendix F: Community Open Day feedback report

### TRANSCRIPT OF FEEDBACK FORMS

42

- 1 Strongly agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see all the options displayed for what the site could be used for in the area, as well as a police presence
- 3 No comment
- 4 No comment
- 5 No comment
- 6 Liked the initial vision displayed in the consultation
- 7 No comment
- 8 No comment

43

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 New homes and restaurants
- 3 "Safety, good presentation, and horror theme"
- 4 No comment
- 5 No comment
- 6 Liked the initial vision displayed in the consultation
- 7 No comment
- 8 "Avenue 19, RITZ, Marie Avenue, Revival avenue, Mayyah Road, Willy Wonka, Gomez 22"

41 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

44

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 New homes, jobs, public access to canals, green open space, leisure & sports and health facilities, and public art.
- 3 No comment
- 4 "Chimneys, art-deco building"
- 5 No comment
- 6 Liked the initial vision displayed at the consultation
- 7 No comment
- 8 "Coffee Factory"

45

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 New homes, jobs, a public access to canal, green open space, leisure and sports facilities, health facilities, public art, restaurants, and a pedestrian route to train station
- 3 "Community facilities, parking spaces, and jobs"
- 4 No comment
- 5 "Worried there won't be enough parking and traffic congestion"
- 6 Unsure on their opinion of the initial vision
- 7 "Hope the site will provide local jobs. Would like to see a children's playground included"
- 8 No comment

42 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

46

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 New homes, green open space, education facilities, health facilities, and a pedestrian route to train station
- 3 "Exercise machines in the green spaces (similar to facilities that LB of Hillingdon provides for their residents)"
- 4 Would like to retain the front façade of the Nestlé building
- 5 Had no concerns about the initial vision
- 6 Liked the initial vision displayed at the consultation
- 7 No further comment
- 8 Would like to see "Nestles" in the name

47

- 1 Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 Wished to see all the options displayed for what the site could be used for in the area
- 3 "Better environment, more homes and leisure"
- 4 "The building itself and the greenery"
- 5 Had no concerns with the initial vision
- 6 Liked the initial vision displayed at the consultation
- 7 "Overall sound like a good plan and interested to see the outcome"
- 8 No comment regarding name

43 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

### TRANSCRIPT OF FEEDBACK FORMS

48

- 1 Was neutral and strongly disagreed on the issue of whether the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
- 2 No comment
- 3 No comment
- 4 No comment
- 5 No comment
- 6 No comment
- 7 No comment
- 8 No comment

49

1. Agreed that the site offered an exciting opportunity to deliver new housing, employment and community space in Hayes
2. New homes, jobs, public access to canal, green open space, leisure and sports facilities, education facilities, health facilities, public art, restaurants, pedestrian route to train station
3. Socio-economic regeneration, sustainability – jobs and environment, and community and cultural development
4. No comment
5. Concerns about traffic, congestion and pollution, particularly on Nestles Avenue. Amount of housing needs to be carefully considered. Local services and amenities should be self sustaining not add to burden to existing ones
6. Liked the initial vision displayed at the consultation

44 | Former Nestle Factory Community Open Day Feedback Report

HardHat.

## Appendix F: Community Open Day feedback report

### TRANSCRIPT OF FEEDBACK FORMS

50

1. Neutral about the site offering an exciting opportunity to deliver new housing, employment and community space in Hayes
2. Green open space, leisure and sports facilities, education facilities, health facilities, public art
3. No comment
4. No comment
5. No comment
6. Unsure on their opinion of the initial vision
7. Feel concern about parking and congestion on Nestle Avenue
8. No comment



# Appendix G: Public exhibition boards

## Welcome

Welcome to our exhibition about the future redevelopment of the former Nestlé factory site in Hayes. SEGRO and Barratt London are working together to create a new mixed-use development which will transform the site and create new amenities for local residents. At the heart of our masterplan are proposals for approximately 1,400 new homes and up to 400 jobs.

**We very much welcome local feedback on our proposals and hope you will complete a feedback form today. These will be considered by the architects and development team.**

For further information please visit our website: [www.formernestlefactory.co.uk](http://www.formernestlefactory.co.uk)

### SEGRO

SEGRO is a leading owner and developer of modern warehousing and light industrial property. We own or manage 60 million sq. ft. of space, serving 1,200 customers from a wide range of industry sectors.

Established in 1920, SEGRO has been an active investor and developer in Hillingdon for many decades. We have over 2.2 million sq. ft. which is home to a range of businesses such as Ocado, Rolls Royce, British Airways and Bosch UK. Our latest development, 'Skyline', was completed in August 2016 and provides 154,000 sq. ft. of modern industrial space, of which 80,000 sq. ft. has already been leased to global logistics company, Balfore.

### BARRATT LONDON

Barratt London is a leading brand in residential development and is part of the FTSE 100 Company Barratt Developments PLC, which is the largest housebuilder in the UK.

We have built over 30,000 homes in the past 30 years. We have also delivered complex regeneration schemes in Hendon, Bromley-by-Bow and Brentford, which have all won numerous awards. We work with some of the best and most respected architects and planners in London to deliver high-quality homes and community environments.



AERIAL VIEW OF THE SITE



ENTRANCE TO THE SITE FROM NESTLES AVENUE

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## A Brief History

### Site history

The first factory on the site was opened in 1914 when Eugen Sandow chose it to produce his 'Health and Strength Cocoa' due to its connection to the Grand Junction Canal and Great Western Railway.

The site was subsequently bought by the Hayes Cocoa Company (PCK) and their factory built in the late 1920s and early 1930s. In 1929, PCK and the site were bought by Nestlé. The site was expanded with the Canteen Hall in 1954, the main Art Deco entrance in the 1960s and further ad-hoc functional buildings during the second half of the 20th Century.

The site falls under the 'Botwell: Nestlé' Conservation Area (designated in 1988) and includes four locally listed structures: the Factory, Canteen Hall, Gatekeepers Lodge and the railings and gates to Nestles Avenue.

### Design approach

We are adopting a heritage-led design approach to converting the factory by reintroducing key elements of the original design into the fabric. The Canteen Hall will be restored to its former grandeur, and the 1960s Art Deco style entrance to the factory will be retained, including the War Memorial within the foyer. New buildings will complement the existing in scale, material and detailing. Green spaces will be improved and opened up to the public. Where possible, the most prominent items of factory machinery and apparatus will be preserved and integrated creatively into the landscape. We will also be setting up an online heritage centre in order to record and make publicly accessible the history of the factory.



AERIAL VIEW OF THE FACTORY



1960S ART DECO FACTORY ENTRANCE



REAR OF FACTORY



FACTORY WORKERS

EUGEN SANDOW ADVERT

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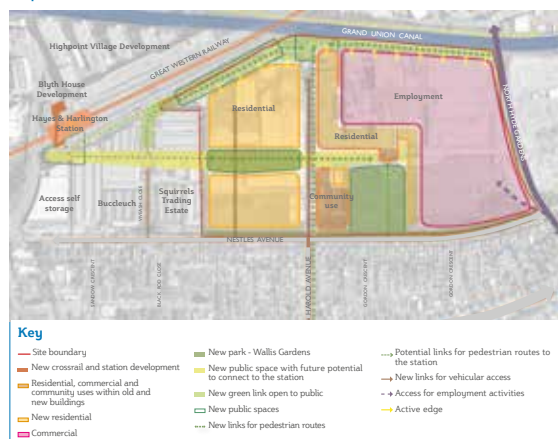
## Principles of Redevelopment

The former Nestlé site is in a conservation area and has several locally listed buildings. The emerging Hillingdon Local Plan has allocated the site for mixed-use development and there will also be a new Crossrail station in Hayes & Harlington opening in 2018. In this context, the proposal seeks to strike a balance between the reuse of existing buildings to protect its heritage value and redevelopment to maximise the potential to deliver:

- More jobs for local people
- New homes
- Community facilities
- Public parks and access to the canal
- A high-quality and sustainable urban environment
- Improved connections with the wider community

Barratt London and SEGRO want to deliver an exemplary urban renewal project and reopen a site that was closed to the public for over 100 years. We will do this in a way that is sensitive to the setting and neighbouring area, while ensuring that the community will benefit from this major regeneration project.

### Proposed land-use



#### Key

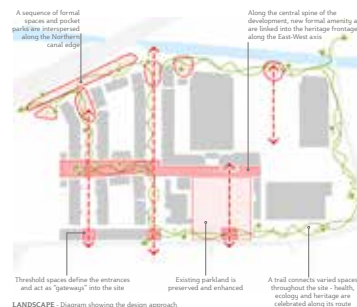
- Site boundary
- New crossrail and station development
- Residential, commercial and community uses within old and new buildings
- New residential
- Commercial
- New park - Wallis Gardens
- New public space with future potential to connect to the station
- New green link open to public
- New public spaces
- New links for pedestrian routes
- Potential links for pedestrian routes to the station
- New links for vehicular access
- Access for employment activities
- Active edge

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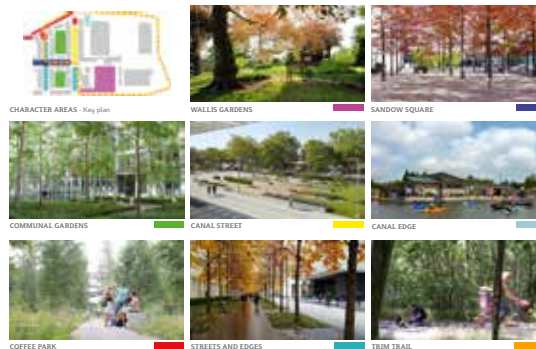
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## Landscaping

**Our masterplan will maximise the potential of the current greenspace on the site and integrate this with new landscaping to create the opportunity for healthy living for the whole community in a natural and accessible environment.**



Threshold spaces define the entrances and act as "gateways" into the site. Existing parkland is preserved and enhanced. A trail connects varied spaces throughout the site - health, wellbeing and heritage are celebrated along its route.



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# Appendix G: Public exhibition boards



## Walls Gardens & Nestles Avenue

**Walls Gardens**

Walls Gardens is the mature green park that characterises the former Nestlé factory and will be open to the public for the first time in over 100 years. The park will be enclosed by a combination of old and new buildings.

**Walls Gardens - ARTIST IMPRESSION SHOWING THE MATURE GREEN SPACE (VIEW A)**

- Our intention is that no trees are removed and new planting will be introduced
- The original gates and railings will be retained
- The façades of the main factory building and the Art Deco entrance will be refurbished and new apartments will look onto Walls Gardens
- The historic canteen building will be refurbished and converted into community facilities, such as a café, gym, nursery, concierge and voluntary resource centre for local charities
- 1.5km Trim Trail runs through the trees and around the entire site

**Nestles Avenue**

Three-storey townhouses are proposed along Nestles Avenue, which will reflect the current residential scale along the street.

- Existing trees along Nestles Avenue will be retained
- These homes will have large private gardens to the front as well as an upper level terrace

**Nestles Avenue - ARTIST IMPRESSION SHOWING THE MATURE GREEN SPACE (VIEW A)**

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## Sandow Square & Canal Street

**Sandow Square**

Sandow Square is a public plaza, which is defined by buildings, soft landscaping and will form the heart of the development.

- The buildings that frame the square vary from five to nine storeys
- A landmark public space which forms a central gathering point for the community
- A multi-use space, including high quality landscaping and play areas
- East connection with historic view of Art Deco Factory Entrance
- Potential future connection to Hayes and Harlington Station

**Sandow Square - ARTIST IMPRESSION SHOWING THE PUBLIC SPACE (VIEW A)**

**Canal Street**

Canal Street is the original spine of the factory complex. It will be transformed into a landscaped boulevard, which connects Harold Avenue to the Grand Union Canal.

- The buildings gradually rise from three storeys up to eleven storeys to the canal
- There will be a combination of industrial and residential architecture
- The original Sandow building, which forms part of the Main Factory, will be refurbished and brought back to its original form
- Apartments will be created in the main factory building, with views onto Sandow Square
- New-build apartments with multiple entrances at ground level will create a lively street-scene
- High-quality landscape with new trees, parking and green planting zones to create privacy for apartments

**Canal Street - ARTIST IMPRESSION SHOWING BOTH SIDES OF THE STREET (VIEW B)**

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# Appendix G: Public exhibition boards

## Canal Square & Milk Street

### Canal Square

Canal Square is a public space on the canal, which will be activated by a Canoe Club, apartments and commercial office space. The canal edge will be generously landscaped with high-quality materials and will connect to the linear park running along the railway.

- Link to the canal-side walk
- Potential pedestrian link over the canal creating a shortcut to the station



### Milk Street

Stepping up from Nestles Avenue, Milk Street comprises a variety of contemporary apartment buildings and high-quality landscape.

- The buildings gradually rise from three storeys up to 11 storeys to the railway
- The feature block adjacent to the railway - marking the route to the station
- At street level, duplex apartments line the street and create an active residential frontage
- Milk Street will be a landscaped street space with traffic calming and a pleasant, park-like environment
- The design reflects the industrial history of the site



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## Heritage Design Proposals

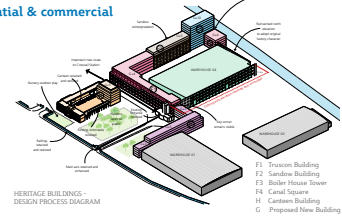
### Heritage buildings

The Heritage buildings have been considered in the context of providing a mixed-use scheme, which preserves and enhances the elements that contribute most to the Conservation Area. Overall, the visual integrity of the buildings will be restored and they will be more publically accessible and visible than before.



### Main factory building - residential & commercial

- The scheme retains the existing south, west and east façades; while the north façade is of new construction and will reflect the original elevation
- Over the last 60 years, the original Sandow Building has been gradually demolished and covered in later additions, with little of the original building remaining. It will be restored to its past glory
- The 1960s Art Deco entrance will be refurbished, with the original stair case being re-used as a main core to the residential accommodation



### Residential

- Residential apartments will be located on the south and west of the building (up to six storeys)
- The existing factory will extend by one - two storeys in a contemporary form
- A new block will be constructed to the north, which will be 11 storeys and reminiscent of the industrial aesthetic
- A canoe club will be located at the base of the block to activate the canal



### Commercial

- Employment uses, including modern industrial units comprising of high-quality office space, will be located to the north and east of the building
- The canal edge will be upgraded into a high-quality landscaped environment

### Canteen Building

The Canteen Building is proposed to be restored as a community building, which will potentially include the following uses:

- A nursery with external space
- Gym
- Café
- Community space for charity groups
- Concierge/on-site Manager's office

The colonnade to the east will remain and will connect to a new residential building, which will have a café at ground floor facing Wallis Gardens.

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## Highways & Transport

We recognise that traffic and transport are important issues for the local community and we are working with the Council and TfL to develop a strategy for this.

The Nestlé site has a PTAL rating of 4, making it one of only three locations in the Borough to have this accessibility rating for public transport (the rating is 1-6 and 4 is regarded as a high rating across London).

### Approximately 50% of new homes will have a parking space

Evidence from our developments elsewhere in London shows that many Londoners, (particularly those in one or two-bed flats) do not own a car.

*Did you know - only 62.5% of people living in apartments in the Botwell Ward own a car (2011 census)*

### A Controlled Parking Zone on local roads

The Council is considering a CPZ on Nestles Avenue and adjoining roads which will ensure that residents have priority for on-street parking.

### Sensible traffic levels

We are working with the Council and TfL to ensure that the number of cars on local roads are limited to sensible levels, recognising that the area is already busy e.g. the maximum peak time queue on Harold Avenue is likely to be less than 45 seconds and much less at other times.

### Local road improvements

Our strategy will include improvements to local roads, likely to include Harold Avenue and the Bulls Bridge roundabout.

### No industrial traffic on Nestles Avenue

The commercial buildings will be accessed only from North Hyde Gardens, so cars and HGV's will not use Nestles Avenue.

### Electric cars - promoting clean air

40% of the car parking spaces will have provision for electric car charging.

### Car club - the practical alternative to car ownership

Residents living in the apartments and people working in the industrial units will have access to a car when they need one via the car club - which can also be joined by local residents living nearby.

### A short walk to the town centre and rail station

The distance to the station is about 700m and to the town centre about 900m via Nestles Avenue. We are also looking at the potential for a pedestrian bridge across the canal to improve the connection to the town centre. Crossrail will open in 2018 making the site even more accessible.

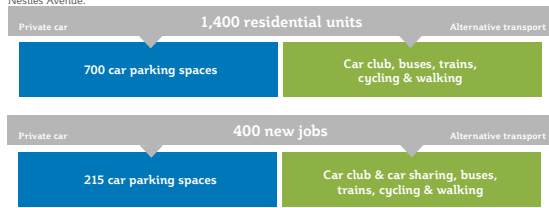
### Green Travel Plans

The residential and industrial areas will be subject to Green Travel Plans which will actively promote non-car travel.

*Did you know only 51% of local residents use a private car to get to work (2011 census)*

### Encouraging cycling

Over 2,000 bicycle spaces will be provided on the site.



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## Employment Area

The employment part of the scheme has been developed to reflect a design and layout that meets the needs of modern industrial occupiers. The layout maximizes the employment part of the site, whilst respecting the residential and community uses. Up to 400 jobs could be created.



FIG. 2: ENTRANCE TO THE COMMERCIAL ESTATE



FIG. 3: VIEW OF THE RETAINED EASTERN FAÇADE

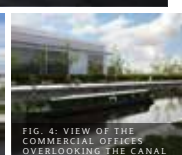


FIG. 4: VIEW OF THE COMMERCIAL OFFICES OVERLOOKING THE CANAL

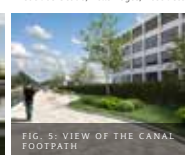


FIG. 5: VIEW OF THE CANAL FOOTPATH

### Key summary

1. Four high-quality and modern industrial units totalling 230,000 sq. ft.
2. Sympathetic treatment of unit 4 elevations and façade to complement existing Art Deco design
3. Flexible use class (B1(c)/B2/B8/ and Data Centre to attract new businesses into the area
4. Highly sustainable scheme utilizing a range of low carbon energy technologies
5. Possible occupants include companies such as Ocado, Rolls Royce, Bosch etc.

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## Appendix G: Public exhibition boards

### Jobs & Training

As part of their commitment to support local communities, Barratt London and SEGRO have established a strong track record of developing and delivering successful skills and training programmes.

To maximise the opportunities for local residents and businesses, Barratt London and SEGRO will create a new economic partnership to deliver a range of skills, employment and supply chain initiatives over the six-year build period of the scheme. The partnership will include a range of key stakeholders such as Uxbridge College, Brunel University and Job Centre Plus to ensure the opportunities created on-site meet the needs of local residents, including:

- Promoting a range of construction tender packages locally to help SME's in Hillingdon to compete for supply chain opportunities generated through the construction of the site
- Running a series of training sessions for local SME's to help prepare their tender applications
- Funding a dedicated job brokerage service to maximise employment opportunities for local residents
- Advertising all vacancies locally
- Providing a range of apprenticeships, traineeships and work experience opportunities for young people
- Creating a travel and subsistence fund to ensure young people with no income can access the site
- Delivering specialist training (CSCS cards, H&S certificates, etc.) to ensure local residents and students are qualified to work on the site
- Running a series of school site visits and inspirational talks promoting the benefits of regeneration and career opportunities in real estate
- Establishing a pre-employment training fund for the commercial scheme to provide skills training for local residents



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### Local Benefits

#### Homes

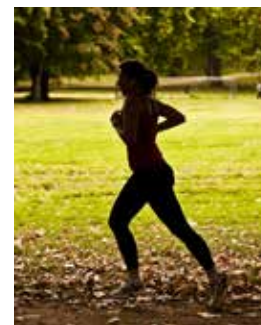
- Approximately 1,400 homes delivered by 2024
- Provision of affordable housing

#### Employment

- 230,000 sqft of modern sustainable commercial warehouses to meet the needs of London businesses
- High-quality design to complement residential urban design
- Up to 400 full time jobs created by prospective end user
- Over 700 construction jobs (on-site)
- Over 1000 indirect supported jobs
- Dedicated skills and training programme being developed to ensure Londoners benefit from the jobs created.

#### Community Facilities and Infrastructure

- A new children's nursery (open to all) is to be located in the Canteen Building
- Community space in the Canteen for local charity groups
- Consideration is being given to the provision of a new health centre facility to be located in the Canteen Building
- A gym is to be located in the main hall of the Canteen Building. This will be open to the public
- A coffee shop is to be located next to the Canteen building. The facility will include an outdoor terrace with tables and chairs
- The Sharks Club will be provided with new canoe storage facilities and a floating pontoon to enable better use of the canal
- The development will also be subject to the Community Infrastructure Levy (CIL), which requires a multi-million pound contribution to be paid towards local social infrastructure, such as education, health care facilities, community facilities, libraries, leisure services, and open space



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### Local Benefits

#### Public Open Spaces

- Five hectares of green open space and courtyards
- Wallis Gardens will provide a public landscaped park, including a children's play area
- Tree-lined boulevard along Canal Street to the Grand Union Canal
- Sandow Square will become a public plaza at the heart of the development
- Garden allotments will be provided in Viveash Square
- Consideration is being given to a new pedestrian bridge over the canal to make it easier to access the towpath on the other side of the canal
- Sandow Square will include a public area for gatherings and events
- A 1.5km Trim Trail will be provided around the site. It will include a jogging path, gym equipment and will link site to other parks in the area
- The canal frontage will be transformed into a high-quality public space, accessible to everyone

#### Heritage

- Heritage-based design approach to enhance the conservation area
- Legacy strategy will reflect the memory of the site
- A new online Heritage Centre will be created, enabling past employees and local people to record audio, written and photo memories, and to keep in touch
- The War Memorial (currently removed by Nestle and stored in Derby) will be relocated back to its previous location in the entrance foyer of the main factory
- The entrance foyer will also house a wall display area for historic images, open for public viewing
- The external areas of the site will feature 'industrial art' including artefacts and other memories from the past

#### Skills & Training

- Help will be provided for local businesses to get involved in the construction work
- A range of skills and training packages, including apprenticeships, will be provided to help local people gain employment both during the construction and when businesses occupy the new buildings
- Presentations will be given to local school children to show them the exciting career opportunities in the construction sector



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# Appendix H: Public exhibition invitation

## Redevelopment of the former Nestlé Factory site, Hayes

### Invitation to a public exhibition on the latest proposals

**Barratt London and SEGRO would like to invite you to a public exhibition to view and comment on the latest redevelopment plans for the former Nestlé site.**

The exhibition event will take place on the 29 and 30 November at the Hayes and Harlington Community Centre. Please refer overleaf for the details.

Earlier this year, Barratt London and SEGRO formed a partnership to bring this derelict factory site back to life and deliver an exciting mixed-use development.

We shared our initial thoughts for the site at our Community Open Day in June 2016 and received helpful feedback from local residents.

This helped us in preparing the masterplan for the site and we would like to share our latest proposals with you.

We hope to see you there. If you are unable to attend, please give us a call or visit our website for more details on the proposals and to give us your feedback.



COMMUNITY OPEN DAY IN JUNE



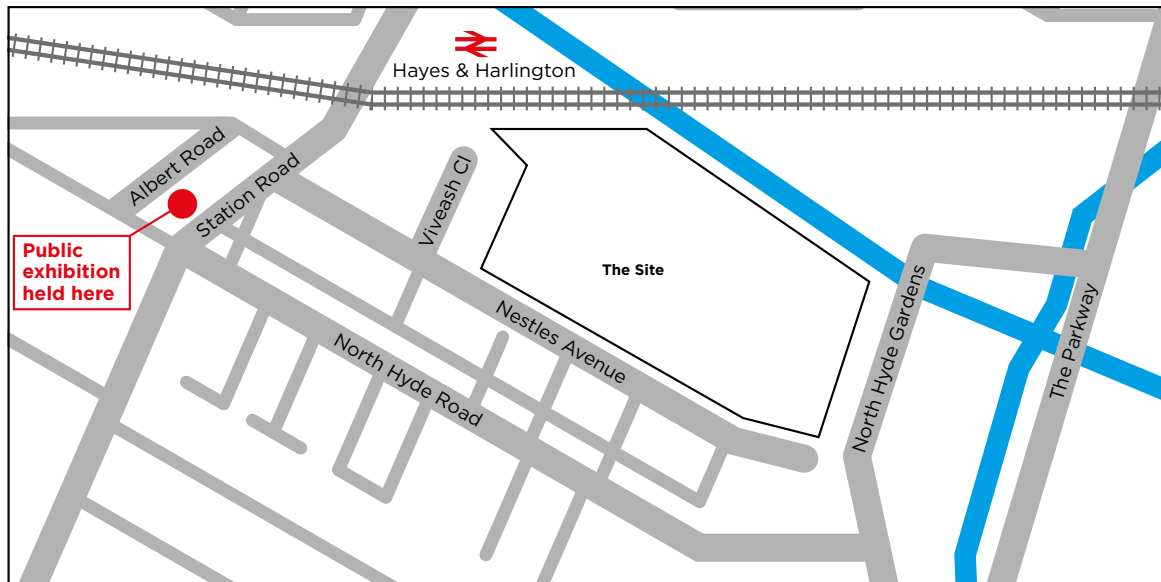
ART DECO FRONT OF FACTORY



FACTORY TOUR IN JUNE

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BARRATT — LONDON — SEGRO



**When:**

Tuesday 29 November 2016  
15:00 - 19:30

Wednesday 30 November 2016  
15:00 - 19:30

**Where:**

Hayes & Harlington Community Centre  
Albert Road, Hayes UB3 4HR

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## Appendix I: Public exhibition distribution area



# Appendix J: Public exhibition feedback form

**Redevelopment of the former Nestlé factory site, Hayes**  
Feedback form

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— LONDON —

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**Thank you for attending our exhibition, we appreciate you taking the time to give us feedback on our proposals.**

Please fill in this form and hand it in today or return to us by Friday 9 December 2016 via the freepost address below.

**Freepost:** RRRL-GLUR-KOOH  
HardHat Communications  
The Building Centre  
26 Store Street  
London, WC1E 7BT

**Telephone:** 0800 170 7270

**Email:** info@formernestlefactory.co.uk

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

For further information, please visit our website at: [formernestlefactory.co.uk](http://formernestlefactory.co.uk)

If you would like to be kept updated on the proposals via email, please tick this box

**1. Principles of development**

**1A) Do you agree in principle with our proposals to redevelop the factory site for new homes & employment areas?**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree  Don't know

**Comments:**

**1B) Do you agree with our proposals to introduce new landscaping & access to the canal?**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree  Don't know

**Comments:**

Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.

**1C) Do you support the proposal to reuse the Canteen Building for community uses such as a gym, community rooms and a children's nursery?**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree  Don't know

**Comments:**

**2. Homes**

**2A) Do you support our proposals to provide a new mixed community on the site with 1,400 new homes in a range of sizes from studios to one, two and three-bedroom apartments?**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree  Don't know

**Comments:**

**2B) Do you agree with our proposal to provide affordable housing on this site?**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree  Don't know

**Comments:**

Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.

**3. Employment area**

Our masterplan proposes a series of employment buildings on the east of the site accessed from North Hyde Gardens, which will provide approximately 400 new jobs.

**3A) Do you agree that part of the site should be reserved for employment uses?**

Strongly agree  Agree  Neutral  Disagree  Strongly disagree  Don't know

**Comments:**

**4. Community uses**

As part of our masterplan we are looking to provide new community facilities.

Please indicate whether you support the following proposals below:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
A. Community centre						
B. Gym						
C. Canoe Club						
D. Health facilities						
E. Children's playground						
F. Children's nursery						
G. Café						
H. Trim Trail						
I. Increased park area and landscaping						
J. Other						

Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.

**5. Heritage**

The former Nestlé factory used to be an important part of Hayes' community and its landscape.

We are looking to retain some of this industrial heritage where possible such as restoring the Canteen Building for various community uses, retaining the Art Deco entrance to the factory, and also refurbishing the façade of the main factory building and Sandow Building. This will also add to the character of the new neighbourhood.

**Do you feel that it is important for the new neighbourhood and the wider area to retain the following existing elements:**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
A. Canteen Building						
B. 1960s 'Art Deco' entrance						
C. War Memorial to be relocated to the entrance foyer						
D. Creating an online heritage centre						

**5F) Do you like the proposals to reintroduce key elements of the original design of the factory into the fabric of the new buildings?**

Yes  No  Don't know

**6. Overall**

**6A) Would you support our proposed planning application to redevelop this site for a new community creating new homes, jobs and community amenities?**

Yes  No  Don't know

**Any other comments:**

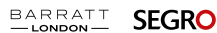
Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We will only use personal information you supply us for the reason that you provided it for. We will only hold your information for as long as necessary to fulfil that purpose. We will not pass your information to any other parties unless this is made clear to you at the time you supplied it.



# Appendix K: Public exhibition feedback report



**Former Nestlé factory site - Public exhibition, November 2016**  
Feedback summary



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## Introduction

Earlier this year, Barratt London and SEGRO partnered to develop a masterplan to bring the former Nestlé factory site in Hayes back to life and deliver an exciting mixed-use development. This new vibrant destination will deliver new homes, employment opportunities, community facilities and four hectares of landscaped open space.

We began engaging with the local community in the early stages of preparing a masterplan for the site in order to understand local thoughts and aspirations for the area. The initial proposals were first shown at our Community Open Day, which was held on-site in June 2016. The event was well attended and visitors provided useful feedback, which helped in further developing the proposals for the site. Meetings and workshops have since been held with members of the local community.

A second public exhibition was held at the Hayes & Harlington Community Centre on the 29 and 30 November 2016. The exhibition showed the latest masterplan and proposals for the site, which were informed by feedback. Over 100 people from the local community visited and gave us their feedback.

Representatives of Barratt London, SEGRO and the project team were present at the public exhibition to explain the proposals.

Representatives were keen to hear people's views and encouraged visitors to leave their written feedback via the forms available. Visitors could either hand in the form on the day or return via FREEPOST, email or the website by Friday 9 December 2016.

This feedback report summarises the feedback received from the public exhibition held in November 2016.



## Feedback

### Overview

Of the 103 visitors, 22 returned a feedback form either on the day or at a later date via post or email.

We are pleased that the vast majority of visitors were positive about our proposals with 73% stating they would support our proposed planning application to redevelop the site. The feedback given is valuable to finalising the proposals and is equally encouraging that it shows the latest proposals have responded, where possible, to comments given at the first public consultation in June 2016.

In particular, there is overwhelming support for the proposals to introduce new landscaping and access to the canal (95% support) and space for employment uses (95% support). A small number of respondents (5% - 10%) mostly disagreed with all elements of the proposals. Some respondents raised issues regarding the impact that the redevelopment of the site may have on local transport infrastructure and health and education services.

The below sections provide a summary analysis of responses to each question.

### Summary

#### Principles of development

Do you agree in principle with our proposals to redevelop the factory site for new homes & employment areas?

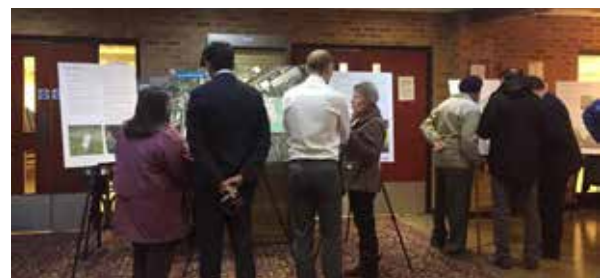
Overall, 86% of respondents stated they either agree or strongly agree with the principle of redeveloping the factory site for new homes and employment areas. 9% stated they strongly disagreed with the principle of redevelopment while 5% were neutral.



*"Empty space being put back into use also for the local community to benefit. Excited about the development"*

*"Replacing the factory with a mixture of residential, warehouse/ manufacture and community uses seems the most appropriate"*

*"Yes as if it is not done it will stay derelict for years as many of the old buildings have done"*



# Appendix K: Public exhibition feedback report

### Do you agree with our proposals to introduce new landscaping & access to the canal?

Overwhelmingly, 95% of respondents either strongly agreed or agreed with the proposals to provide new access to the canal and introduce new landscaping to the site. The remaining 5% were neutral.

**Strongly agree** 45%  
**Agree** 50%  
**Neutral** 5%  
**Disagree** 0%  
**Strongly disagree** 0%  
**No response** 0%

*"Accessibility to the canal area is welcomed and landscaping should improve the area"*  
*"It will be nice to have a walkway on that side of the canal. I like the idea of having canoes on the canal."*  
*"Yes, definitely agree with this..."*

### Do you support the proposal to reuse the Canteen Building for community uses such as a gym, community rooms and a children's nursery?

80% of respondents either agreed or strongly agreed that the Canteen Building should be used for community uses such as a gym, community rooms and a children's nursery. 7% stated they did not agree with this proposal and the remaining 13% were either neutral or did not provide a response.

**Strongly agree** 58%  
**Agree** 22%  
**Neutral** 6%  
**Disagree** 7%  
**No response** 7%  
**Strongly disagree** 0%

*"To keep the canteen in its entirety is good and community uses are to be welcomed. Is the nursery to be new or relocation of existing nursery?"*  
*"I agree about the children's nursery. Not many around here in Hayes."*  
*"If possible with partnering to rent on hourly bases rooms for parties etc."*

Former Nestlé Factory site – November 2016 public exhibition | Feedback summary 5

### Homes

#### Do you support the proposals to provide a new mixed community on the site with 1,400 new homes in a range of sizes from studios to one, two and three-bedroom apartments?

68% of respondents stated they either agreed or strongly agreed with the proposals to provide 1,400 new homes on the site. 14% were neutral and 13% either disagreed or strongly disagreed with the proposal. 5% did not provide a response.

**Strongly agree** 32%  
**Agree** 36%  
**Neutral** 14%  
**Disagree** 9%  
**No response** 5%  
**Strongly disagree** 0%

A number of respondents left comments regarding their concern for what impact the new homes may have on the local infrastructure and health and education facilities.

#### Do you agree with our proposal to provide affordable housing on this site?

68% of respondents stated that they agreed or strongly agreed that affordable homes should be provided on the site. 22% were neutral and 11% either disagreed or strongly disagreed.

**Strongly agree** 36%  
**Agree** 31%  
**Neutral** 22%  
**Disagree** 6%  
**No response** 5%  
**Strongly disagree** 0%

*"Please give first preference to local people"*  
*"Make sure they are affordable"*  
*"An essential element but what numbers"*

Former Nestlé Factory site – November 2016 public exhibition | Feedback summary 6

### Employment area

Our masterplan proposed a series of employment buildings on the east of the site, accessed from North Hyde Gardens, which will provide approximately 400 new jobs.

#### Do you agree that part of the site should be reserved for employment uses?

Overwhelmingly 95% of respondents stated that they either strongly agreed or agreed that part of the site should be for employment uses. 5% of respondents disagreed.

**Strongly agree** 62%  
**Agree** 33%  
**Neutral** 5%  
**Disagree** 0%  
**Strongly disagree** 0%  
**No response** 0%

*"More jobs are essential"*  
*"Local employment availability is essential, but with access from North Hyde Gardens only – as proposed"*  
*"Desperate for employment means additional traffic and parking in a very busy part of the Borough"*

### Community uses

As part of our masterplan we are looking to provide new community facilities. Please indicate your support for the following proposals.

By far the most popular community offering on-site was increased park and landscaping, with 21 out of 22 respondents stating they agreed or strongly agreed with the provision. The second most popular provision was a children's nursery with 20 out of 22 supporting this proposal. In third place was the provision of on-site health facilities with 18 out of 22 respondents stating they strongly agreed or agreed with the proposal.

Around two-thirds of respondents either agreed or strongly agreed with the provision of all of the stated community facilities as part of the proposals.

**Strongly agree**  
**Agree**  
**Neutral**  
**Disagree**  
**Strongly disagree**  
**No response**

Former Nestlé Factory site – November 2016 public exhibition | Feedback summary 7

### Heritage

The former Nestlé factory used to be an important part of Hayes' community and its landscape.

We are looking to retain some of this industrial heritage where possible such as restoring the Canteen Building for various community uses, retaining the Art Deco entrance to the factory and also refurbishing the façade of the main factory building and Sandow Building. This will also add to the character of the new neighbourhood.

#### Do you feel that it is important for the new neighbourhood and the wider area to retain the following existing elements?

Respondents felt most strongly about relocating the War Memorial back into the entrance foyer of the factory with 20 out of 22 respondents either strongly agreeing or agreeing. The majority of respondents agreed or strongly agreed with retaining the 1960s Art Deco entrance (19) and the Canteen Building (18).

Responses for creating an online heritage centre were more mixed, with 15 out of 22 strongly agreeing or agreeing and six being neutral.

Only 1 respondent stated they disagreed with the proposal to retain the 1960s 'Art Deco' entrance and create an online heritage centre.

Overall, respondents mostly agreed with retaining the below existing heritage element:

**Strongly agree**  
**Agree**  
**Neutral**  
**Disagree**  
**Strongly disagree**  
**No response**

#### Do you like the proposals to reintroduce key elements of the original design of the factory into the fabric of the new building?

Almost three quarters of respondents stated they like the proposal to reintroduce key elements of the original design of the factory into the fabric of the new building while 14% stated that they did not like this proposal.

**Yes** 72%  
**No** 14%  
**Don't know** 14%

Former Nestlé Factory site – November 2016 public exhibition | Feedback summary 8

# Appendix K: Public exhibition feedback report

**Overall**

Would you support our proposed planning application to redevelop this site for a new community creating new homes, jobs and community amenities?

73% of respondents stated their support for the proposed planning application to redevelop the site for a new community.

18% of respondents stated they did not support the proposed planning application while the final 9% stated either 'don't know' or provided no response.

This indicates strong local support for the proposals with 16 out of 22 respondents in support and four out of 22 not in support for the proposed planning application.

**Next steps**

The November 2016 public exhibition marked the second round of major engagement with the local community. On show were the latest proposals and masterplan, which were informed by the feedback provided by the local community at our first major public engagement event in June 2016.

The feedback received throughout engagement is valuable to us and has helped shape the proposals for the site to ensure that the development works for the local area.

We will continue consulting with the local community as we finalise the details of the masterplan and submit a planning application in 2017. A third public exhibition will be held in early 2017 where the local community can view the final proposals.

For further information on the proposals for the site and details of our engagement with the local community, please visit our website or contact us on the details below.

**Website:** [formernestlefactory.co.uk](http://formernestlefactory.co.uk)  
**Phone:** 0800 170 7270  
**Email:** [info@formernestlefactory.co.uk](mailto:info@formernestlefactory.co.uk)

Former Nestle Factory site – November 2016 public exhibition | Feedback summary 9

**Appendix A - Exhibition boards**

**Welcome**

Welcome to our exhibition about the future redevelopment of the former Nestlé factory site in Hayes.

SEGRO and Barratt London are working together to create a new mixed-use development which will transform the site and create new amenities for local residents. At the heart of our masterplan are proposals for approximately 1,400 new homes and up to 400 jobs.

**We very much welcome local feedback on our proposals and hope you will complete a feedback form today. These will be considered by the architects and development team.**

For further information please visit our website: [www.formernestlefactory.co.uk](http://www.formernestlefactory.co.uk)

SEGRO is a leading owner and developer of modern warehousing and light industrial property. We own or manage 60 million sq. ft. of space, serving 1,200 customers from a wide range of industry sectors.

**SEGRO** Established in 1920, SEGRO has been an active investor and developer in Hillingdon for many decades. We have over 2.2 million sq. ft. which is home to a range of businesses such as Ocado, Rolls Royce, British Airways and Bosch UK. Our latest development, 'Skyline', was completed in August 2016 and provides 154,000 sq. ft. of modern industrial space, of which 80,000 sq. ft. has already been leased to global logistics company, Bolloré.

Barratt London is a leading brand in residential development and is part of the FTSE 100 Company Barratt Developments PLC, which is the largest housebuilder in the UK.

**BARRATT LONDON** We have built over 30,000 homes in the past 30 years. We have also delivered complex regeneration schemes in Hendon, Bromley-by-Bow and Brentford, which have all won numerous awards. We work with some of the best and most respected architects and planners in London to deliver high-quality homes and community environments.

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Former Nestle Factory site – November 2016 public exhibition | Feedback summary 10

**Appendix A - Exhibition boards**

**A Brief History**

**Site history**

The first factory on the site was opened in 1914 when Eugen Sandow chose it to produce his 'Health and Strength Cocoa' due to its connection to the Grand Junction Canal and Great Western Railway.

The site was subsequently bought by the Hayes Cocoa Company (PCK) and their factory built in the late 1920s and early 1930s. In 1929, PCK and the site were bought by Nestlé. The site was expanded with the Canteen Hall in 1954, the main Art Deco entrance in the 1960s and further ad-hoc functional buildings during the second half of the 20th Century.

The site falls under the 'Botwell Nestlé' Conservation Area (designated in 1988) and includes four locally listed structures: the Factory, Canteen Hall, Gatekeepers Lodge and the railings and gates to Nestlé Avenue.

**Design approach**

We are adopting a heritage-led design approach to converting the factory by reintroducing key elements of the original design into the fabric. The Canteen Hall will be restored to its former grandeur, and the 1960s Art Deco style entrance to the factory will be retained, including the War Memorial within the foyer. New buildings will complement the existing in scale, material and detailing. Green spaces will be improved and opened up to the public. Where possible, the most prominent items of factory machinery and apparatus will be preserved and integrated creatively into the landscape. We will also be setting up an online heritage centre in order to record and make publicly accessible the history of the factory.

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Former Nestle Factory site – November 2016 public exhibition | Feedback summary 11

**Appendix A - Exhibition boards**

**Principles of Redevelopment**

The former Nestlé site is in a conservation area and has several locally listed buildings. The emerging Hillingdon Local Plan has allocated the site for mixed-use development and there will also be a new Crossrail station in Hayes & Harlington opening in 2018. In this context, the proposal seeks to strike a balance between the reuse of existing buildings to protect its heritage value and redevelopment to maximise the potential to deliver:

- More jobs for local people
- New homes
- Community facilities
- Public parks and access to the canal
- A high-quality and sustainable urban environment
- Improved connections with the wider community

Barratt London and SEGRO want to deliver an exemplary urban renewal project and reopen a site that was closed to the public for over 100 years. We will do this in a way that is sensitive to the setting and neighbouring area, while ensuring that the community will benefit from this major regeneration project.

**Proposed land-use**

**Key**

- Site boundary
- New crossrail and station development
- Residential, commercial and community use within old and new buildings
- New residential
- Commercial
- New park - Willis Gardens
- New public space with future potential to connect to the station
- New green link open to public
- New public spaces
- New links for pedestrian routes
- Potential links for pedestrian routes to the station
- New links for vehicular access
- Access for employment activities
- Active edge

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Former Nestle Factory site – November 2016 public exhibition | Feedback summary 12

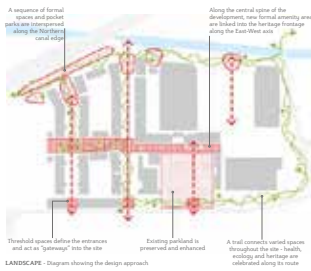


# Appendix K: Public exhibition feedback report

## Appendix A - Exhibition boards

### Landscaping

Our masterplan will maximise the potential of the current greenspace on the site and integrate this with new landscaping to create the opportunity for healthy living for the whole community in a natural and accessible environment.



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INFO@FORMERNESTLEFACTORY.CO.UK

## Appendix A - Exhibition boards



## Appendix A - Exhibition boards

### Ground Floor Plan



## Appendix A - Exhibition boards

### Wallis Gardens & Nestles Avenue

#### Wallis Gardens

Wallis Gardens is the mature green park that characterises the former Nestle factory and will be open to the public for the first time in over 100 years. The park will be enclosed by a combination of old and new buildings.



- Our intention is that no trees are removed and new planting will be introduced
- The original gates and railings will be retained
- The façades of the main factory building and the Art Deco entrance will be refurbished and new apartments will look onto Wallis Gardens.
- The historic canteen building will be refurbished and converted into community facilities, such as a café, gym, nursery, concierge and voluntary resource centre for local charities
- 1.5km Trim Trail runs through the trees and around the entire site

#### Nestles Avenue

Three-storey townhouses are proposed along Nestles Avenue, which will reflect the current residential scale along the street.

- Existing trees along Nestles Avenue will be retained
- These homes will have large private gardens to the front as well as an upper level terrace



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# Appendix K: Public exhibition feedback report

## Appendix A - Exhibition boards

### Sandow Square & Canal Street

#### Sandow Square

Sandow Square is a public plaza, which is defined by buildings, soft landscaping and will form the heart of the development.

- The buildings that frame the square vary from five to nine storeys
- A landmark public space which forms a central gathering point for the community
- A multi-use space, including high quality landscaping and play areas
- East connection with historic view of Art Deco Factory Entrance
- Potential future connection to Hayes and Harlington Station



#### Canal Street

Canal Street is the original spine of the factory complex. It will be transformed into a landscaped boulevard, which connects Harold Avenue to the Grand Union Canal.

- The buildings gradually rise from three storeys up to eleven storeys to the canal
- There will be a combination of industrial and residential architecture
- The original Sandow building, which forms part of the Main Factory, will be refurbished and brought back to its original form
- Apartments will be created in the main factory building, with views onto Sandow Square
- New-build apartments with multiple entrances at ground level will create a lively street-scene
- High-quality landscape with new trees, parking and green planting zones to create privacy for apartments



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## Appendix A - Exhibition boards

### Canal Square & Milk Street

#### Canal Square

Canal Square is a public space on the canal, which will be activated by a Canoe Club, apartments and commercial office space. The canal edge will be generously landscaped with high-quality materials and will connect to the linear park running along the railway.

- Link to the canal-side walk
- Potential pedestrian link over the canal creating a shortcut to the station



#### Milk Street

Stepping up from Nestles Avenue, Milk Street comprises a variety of contemporary apartment buildings and high-quality landscape.

- The buildings gradually rise from three storeys up to 11 storeys to the railway
- The feature block adjacent to the railway marking the route to the station
- At street level, duplex apartments line the street and create an active residential frontage
- Milk Street will be a landscaped street space with traffic calming and a pleasant, park-like environment
- The design reflects the industrial history of the site



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## Appendix A - Exhibition boards

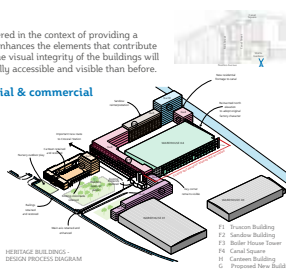
### Heritage Design Proposals

#### Heritage buildings

The Heritage buildings have been considered in the context of providing a mixed-use scheme, which preserves and enhances the elements that contribute most to the Conservation Area. Overall, the visual integrity of the buildings will be restored and they will be more publically accessible and visible than before.

#### Main factory building - residential & commercial

- The scheme retains the existing south, west and east façades; while the north façade is of new construction and will reflect the original elevation
- Over the last 60 years, the original Sandow Building has been gradually demolished and covered in later additions, with little of the original building remaining. It will be restored to its past glory
- The 1960s Art Deco entrance will be refurbished, with the original stair case being re-used as a main core to the residential accommodation



#### Residential

- Residential apartments will be located on the south and west of the building (up to six storeys)
- The existing factory will extend by one - two storeys in a contemporary form
- A new block will be constructed to the north, which will be 11 storeys and reminiscent of the industrial aesthetic
- A canoe club will be located at the base of the block to activate the canal



#### Commercial

- Employment uses, including modern industrial units comprising of high-quality office space, will be located to the north and east of the building
- The canal edge will be upgraded into a high-quality landscaped environment

#### Canteen Building

The Canteen Building is proposed to be restored as a community building, which will potentially include the following uses:

- A nursery with external space
- Gym
- Café
- Community space for charity groups
- Concierge/on-site Manager's office

The colonnade to the east will remain and will connect to a new residential building, which will have a café at ground floor facing Wallis Gardens.

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## Appendix A - Exhibition boards

### Highways & Transport

We recognise that traffic and transport are important issues for the local community and we are working with the Council and TfL to develop a strategy for this.

The Nestlé site has a PTAL rating of 4, making it one of only three locations in the Borough to have this accessibility rating for public transport (the rating is 1-6 and 4 is regarded as a high rating across London).

#### Approximately 50% of new homes will have a parking space

Evidence from our developments elsewhere in London shows that many Londoners, (particularly those in one or two-bed flats) do not own a car.

*Did you know - only 62.5% of people living in apartments in the Botwell Ward own a car (2011 census)*

#### A Controlled Parking Zone on local roads

The Council is considering a CPZ on Nestles Avenue and adjoining roads which will ensure that residents have priority for on-street parking.

#### Sensible traffic levels

We are working with the Council and TfL to ensure that the number of cars on local roads are limited to sensible levels, recognising that the area is already busy e.g. the maximum peak time queue on Harold Avenue is likely to be less than 45 seconds and much less at other times.

#### Local road improvements

Our strategy will include improvements to local roads, likely to include Harold Avenue and the Bulls Bridge roundabout.

#### No industrial traffic on Nestles Avenue

The commercial buildings will be accessed only from North Hyde Gardens, so cars and HGV's will not use Nestles Avenue.

#### Electric cars - promoting clean air

40% of the car parking spaces will have provision for electric car charging.

#### Car club - the practical alternative to car ownership

Residents living in the apartments and people working in the industrial units will have access to a car when they need one via the car club - which can also be joined by local residents living nearby.

#### A short walk to the town centre and rail station

The distance to the station is about 700m and to the town centre about 900m via Nestles Avenue. We are also looking at the potential for a pedestrian bridge across the canal to improve the connection to the town centre. Crossrail will open in 2018 making the site even more accessible.

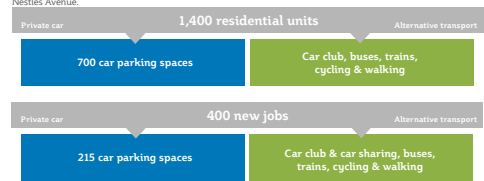
#### Green Travel Plans

The residential and industrial areas will be subject to Green Travel Plans which will actively promote non-car travel.

*Did you know only 51% of local residents use a private car to get to work (2011 census)*

#### Encouraging cycling

Over 2,000 bicycle spaces will be provided on the site.



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# Appendix K: Public exhibition feedback report

## Appendix A - Exhibition boards

### Employment Area

The employment part of the scheme has been developed to reflect a design and layout that meets the needs of modern industrial occupiers. The layout maximizes the employment part of the site, whilst respecting the residential and community uses. Up to 400 jobs could be created.



FIG. 11. COMMERCIAL - ROOF LAYOUT SHOWING THE DISTRIBUTION OF THE COMMERCIAL UNITS AT THE EASTERN SIDE OF THE DEVELOPMENT.



FIG. 2. ENTRANCE TO THE COMMERCIAL ESTATE



FIG. 3. VIEW OF THE RETAINED EASTERN FACADE



FIG. 4. VIEW OF THE COMMERCIAL OFFICES OVERLOOKING THE CANAL



FIG. 5. VIEW OF THE CANAL FOOTPATH

#### Key summary

1. Four high-quality and modern industrial units totalling 230,000 sq. ft.
2. Sympathetic treatment of unit 4 elevations and facade to complement existing Art Deco design
3. Flexible use class (B1c)/B2/B8/ and Data Centre to attract new businesses into the area.
4. Highly sustainable scheme utilizing a range of low carbon energy technologies
5. Possible occupants include companies such as Oracle, Rolls Royce, Bosch etc.

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## Appendix A - Exhibition boards

### Jobs & Training

As part of their commitment to support local communities, Barratt London and SEGRO have established a strong track record of developing and delivering successful skills and training programmes. To maximise the opportunities for local residents and businesses, Barratt London and SEGRO will create a new economic partnership to deliver a range of skills, employment and supply chain initiatives over the six-year build period of the scheme. The partnership will include a range of key stakeholders such as Uxbridge College, Brunel University and Job Centre Plus to ensure the opportunities created on-site meet the needs of local residents, including:

- Promoting a range of construction tender packages locally to help SMEs in Hillingdon to compete for supply chain opportunities generated through the construction of the site
- Running a series of training sessions for local SMEs to help prepare their tender applications
- Funding a dedicated job brokerage service to maximise employment opportunities for local residents
- Advertising all vacancies locally
- Providing a range of apprenticeships, traineeships and work experience opportunities for young people
- Creating a travel and subsistence fund to ensure young people with no income can access the site
- Delivering specialist training (ICSCS cards, H&S certificates, etc.) to ensure local residents and students are qualified to work on the site
- Running a series of school site visits and inspirational talks promoting the benefits of regeneration and career opportunities in real estate
- Establishing a pre-employment training fund for the commercial scheme to provide skills training for local residents



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## Appendix A - Exhibition boards

### Local Benefits

#### Homes

- Approximately 1,400 homes delivered by 2024
- Provision of affordable housing

#### Employment

- 230,000 sqft of modern sustainable commercial warehouses to meet the needs of London businesses
- High-quality design to complement residential urban design
- Up to 400 full time jobs created by prospective end user
- Over 700 construction jobs (on-site)
- Over 1000 indirect supported jobs
- Dedicated skills and training programme being developed to ensure Londoners benefit from the jobs created.

#### Community Facilities and Infrastructure

- A new children's nursery (open to all) is to be located in the Canteen Building
- Community space in the Canteen for local charity groups
- Consideration is being given to the provision of a new health centre facility to be located in the Canteen Building
- A gym is to be located in the main hall of the Canteen Building. This will be open to the public
- A coffee shop is to be located next to the Canteen building. The facility will include an outdoor terrace with tables and chairs
- The Sharks Club will be provided with new canoe storage facilities and a floating pontoon to enable better use of the canal
- The development will also be subject to the Community Infrastructure Levy (CIL), which requires a multi-million pound contribution to be paid towards local social infrastructure, such as education, health care facilities, community facilities, libraries, leisure services, and open space



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## Appendix A - Exhibition boards

### Local Benefits

#### Public Open Spaces

- Five hectares of green open space and courtyards
- Wallis Gardens will provide a public landscaped park, including a children's play area
- Tree-lined boulevard along Canal Street to the Grand Union Canal
- Sandow Square will become a public plaza at the heart of the development
- Garden allotments will be provided in Viveash Square
- Consideration is being given to a new pedestrian bridge over the canal to make it easier to access the towpath on the other side of the canal
- Sandow Square will include a public area for gatherings and events
- A 1.5km Trim Trail will be provided around the site. It will include a jogging path, gym equipment and will link site to other parks in the area
- The canal frontage will be transformed into a high-quality public space, accessible to everyone

#### Heritage

- Heritage-based design approach to enhance the conservation area
- Legacy strategy will reflect the memory of the site
- A new online Heritage Centre will be created, enabling past employees and local people to record audio, written and photo memories, and to keep in touch
- The War Memorial (currently removed by Nestle and stored in Derby) will be relocated back to its previous location in the entrance foyer of the main factory
- The entrance foyer will also house a wall display area for historic images, open for public viewing
- The external areas of the site will feature 'industrial art' including artefacts and other memories from the past

#### Skills & Training

- Help will be provided for local businesses to get involved in the construction work
- A range of skills and training packages, including apprenticeships, will be provided to help local people gain employment both during the construction and when businesses occupy the new buildings
- Presentations will be given to local school children to show them the exciting career opportunities in the construction sector



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